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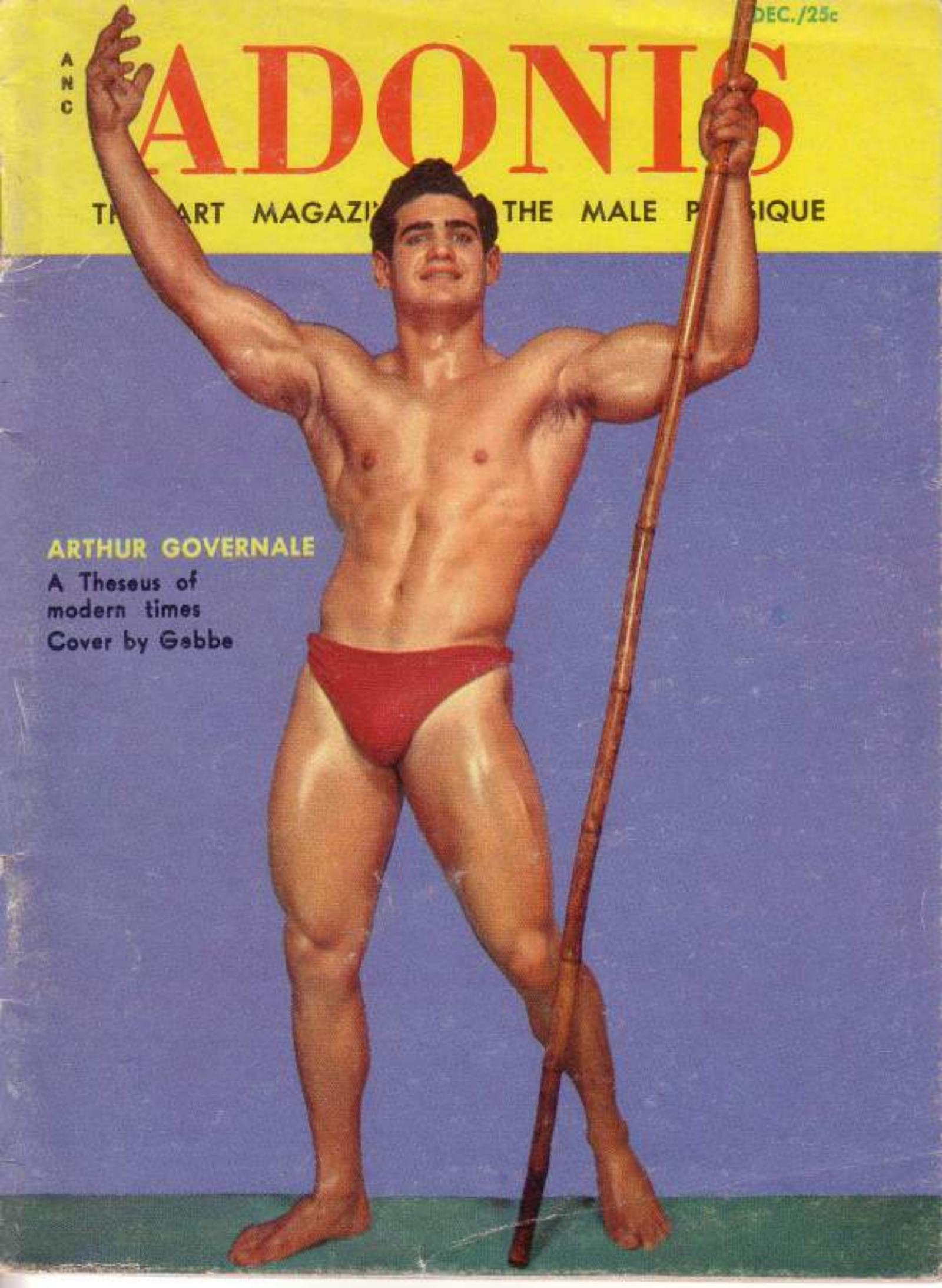
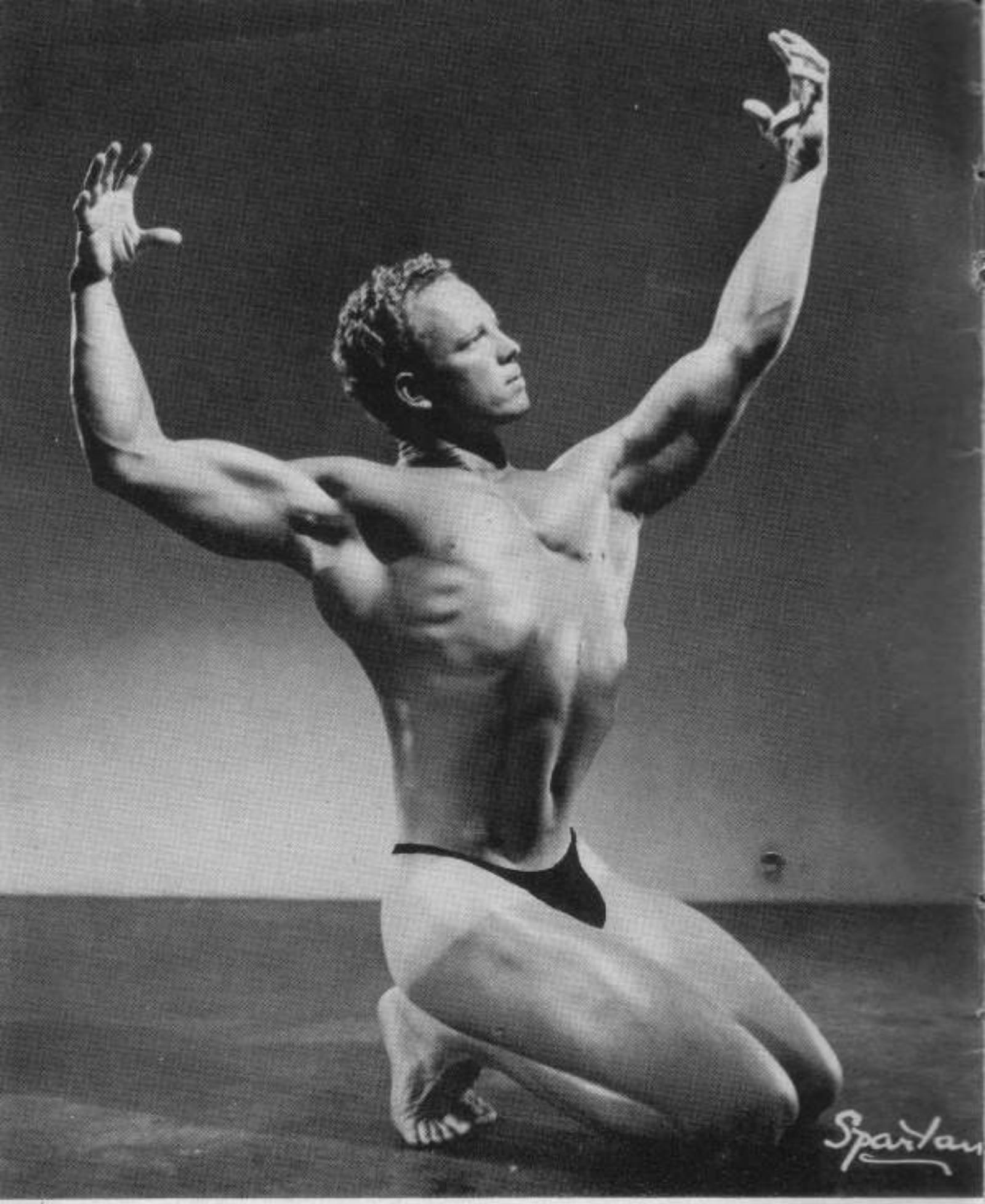


ARTHUR GOVERNALE

A Theseus of
modern times
Cover by Gebbe



HENRY LENZ by Spartan

The Golden Boy of wrestling

THE HOLLY AND THE IVY

Strong hands to weak, old
hands to young, around the
Christmas board, touch hands.

The false forget, the foe forgive
for every guest will go and every
fire burn low and cabin empty stand.

Forget, forgive, for who may say
that Christmas day may ever
come to host or guest again.

Touch hands!

John Norton's Vagabond

ARTHUR GOVERNALE

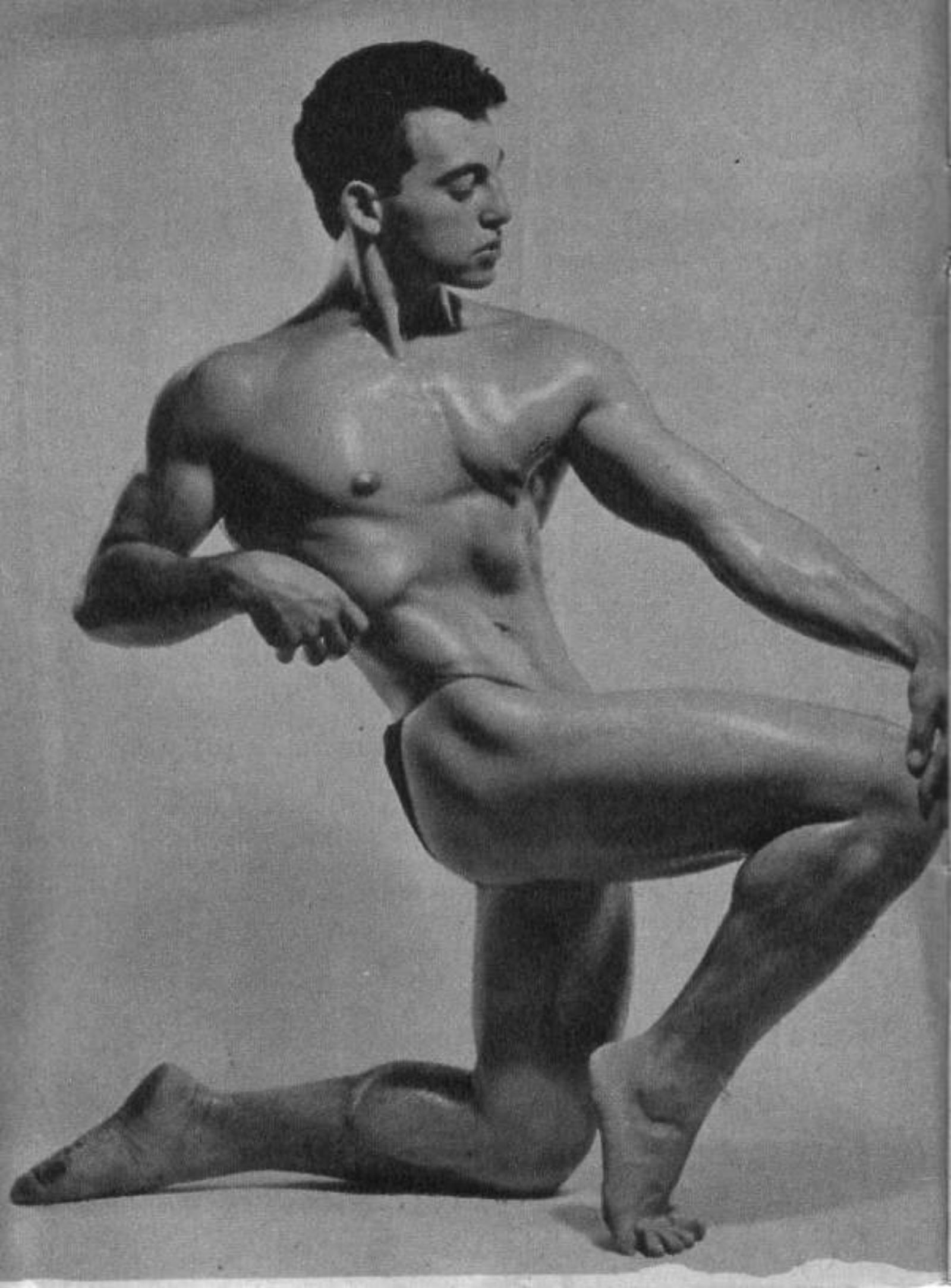
Foreword

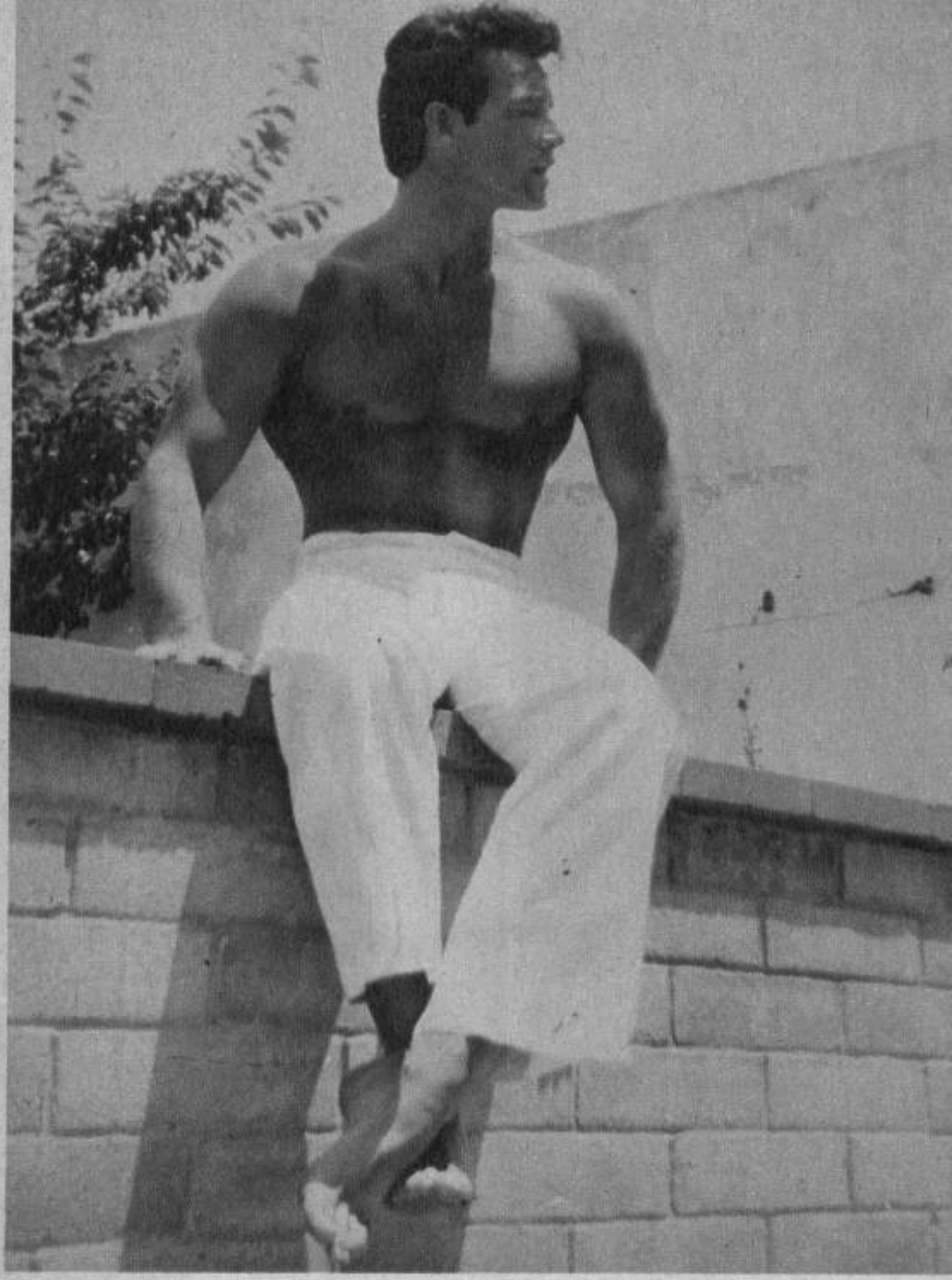
To millions of people the advent of Christmas is a time of spiritual rebirth, of a re-assessment of the values by which we live, of a common thanksgiving for all the happy and prosperous months that have passed since another Christmas of a year ago.

Many of us, however, stop right there, satisfied with having taken a kind of annual inventory of our personal lives . . . a brief checking-up on what we have already accomplished. We are content just to find that the ledger once more shows a balance in our favor.

Yet when we limit ourselves (*Continued on page* 54)

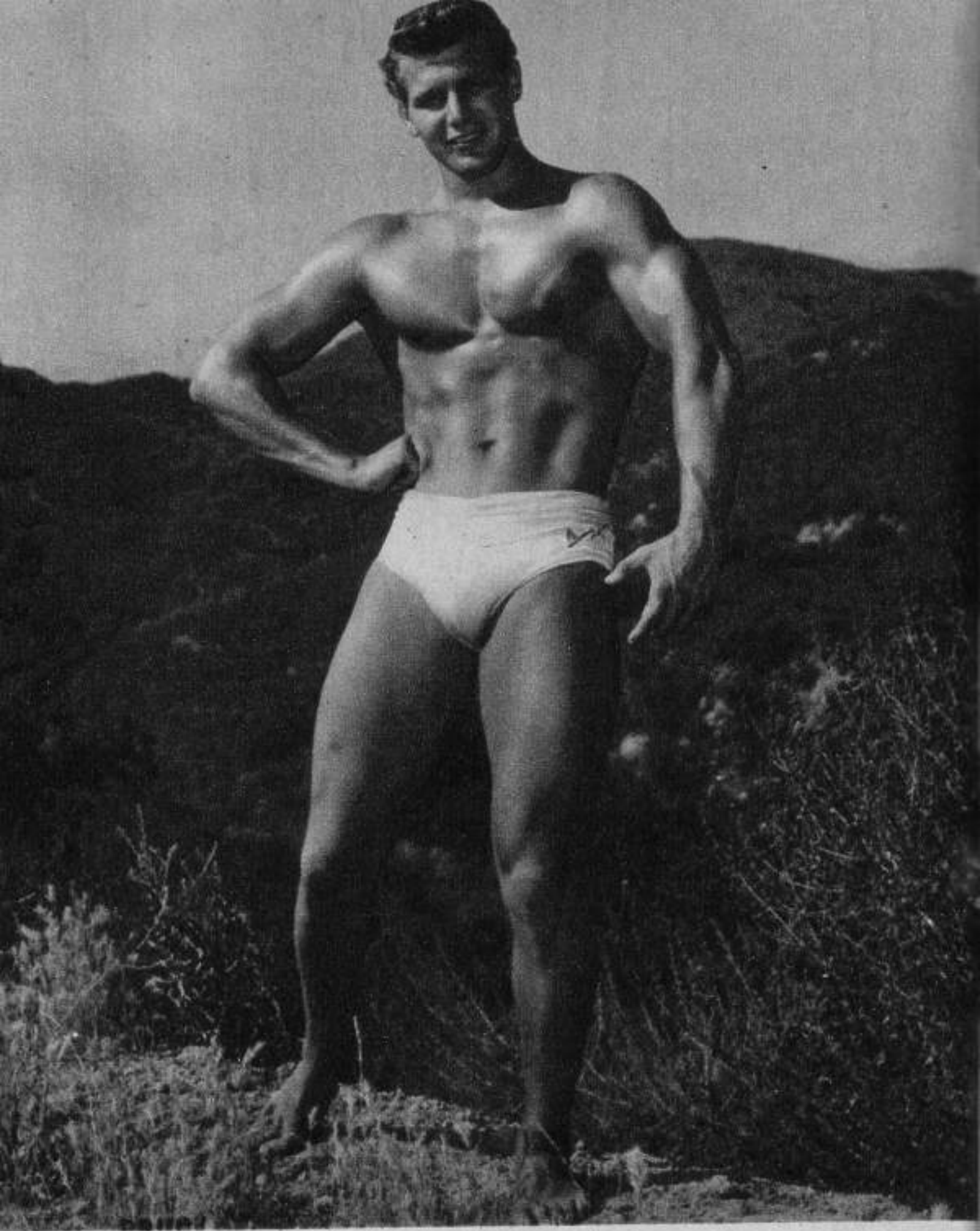
DECEMBER 1955, VOL. 2. NO. 1. Published bi-monthly by Adonis Publications, 16 Hopkins Avenue, Jersey City N. J. Printed in the U.S.A.



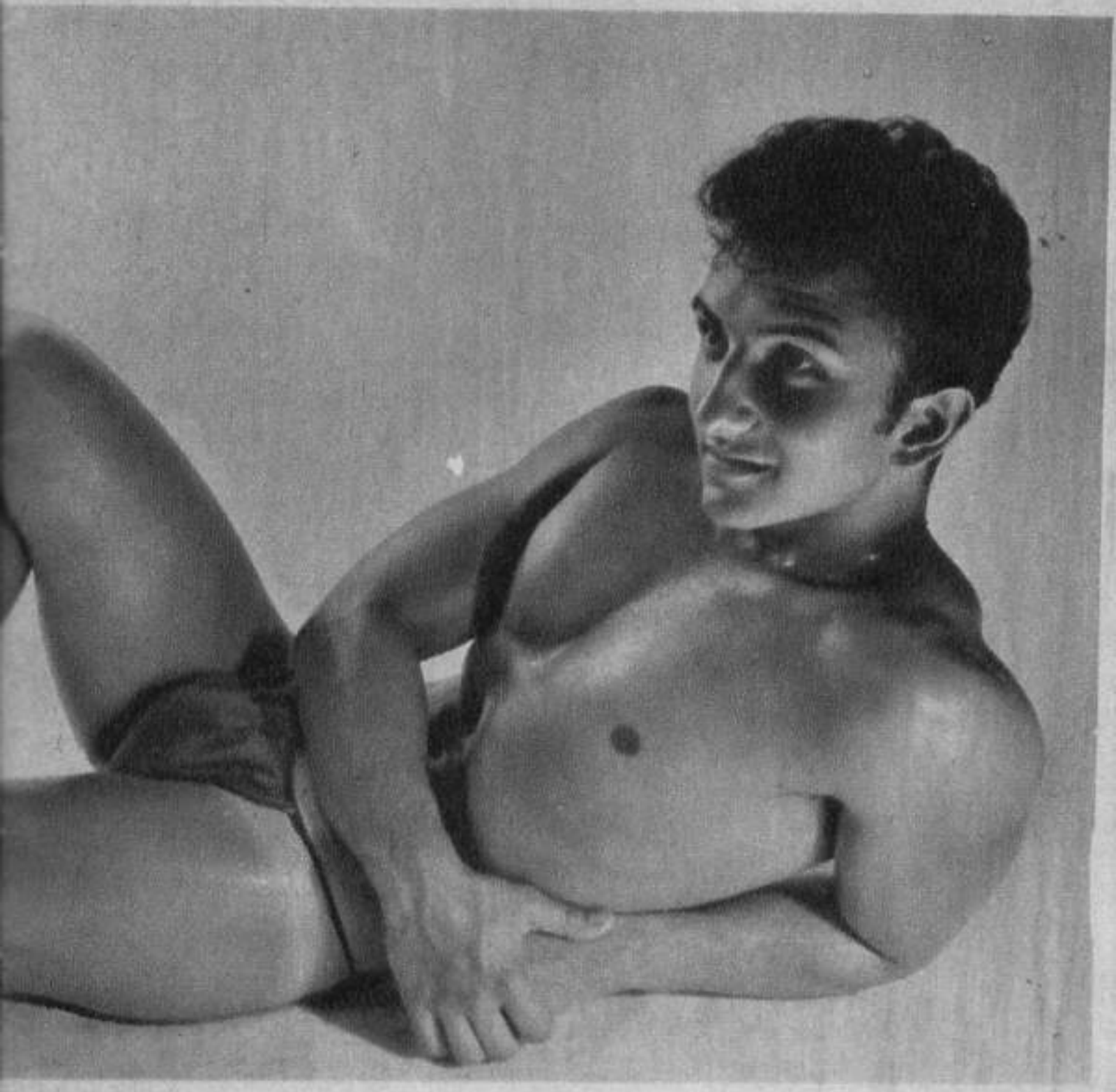


STEVE REEVES by Kendall

The glamorous Mr. A makes like Humpty-Dumpty



SAM STALL by Bruce *Encore by Sam*



JOE CALABRESE by Vulcan
Young Adonis at luxurious ease

← **A POSE OF GEOMETRICAL DESIGN**

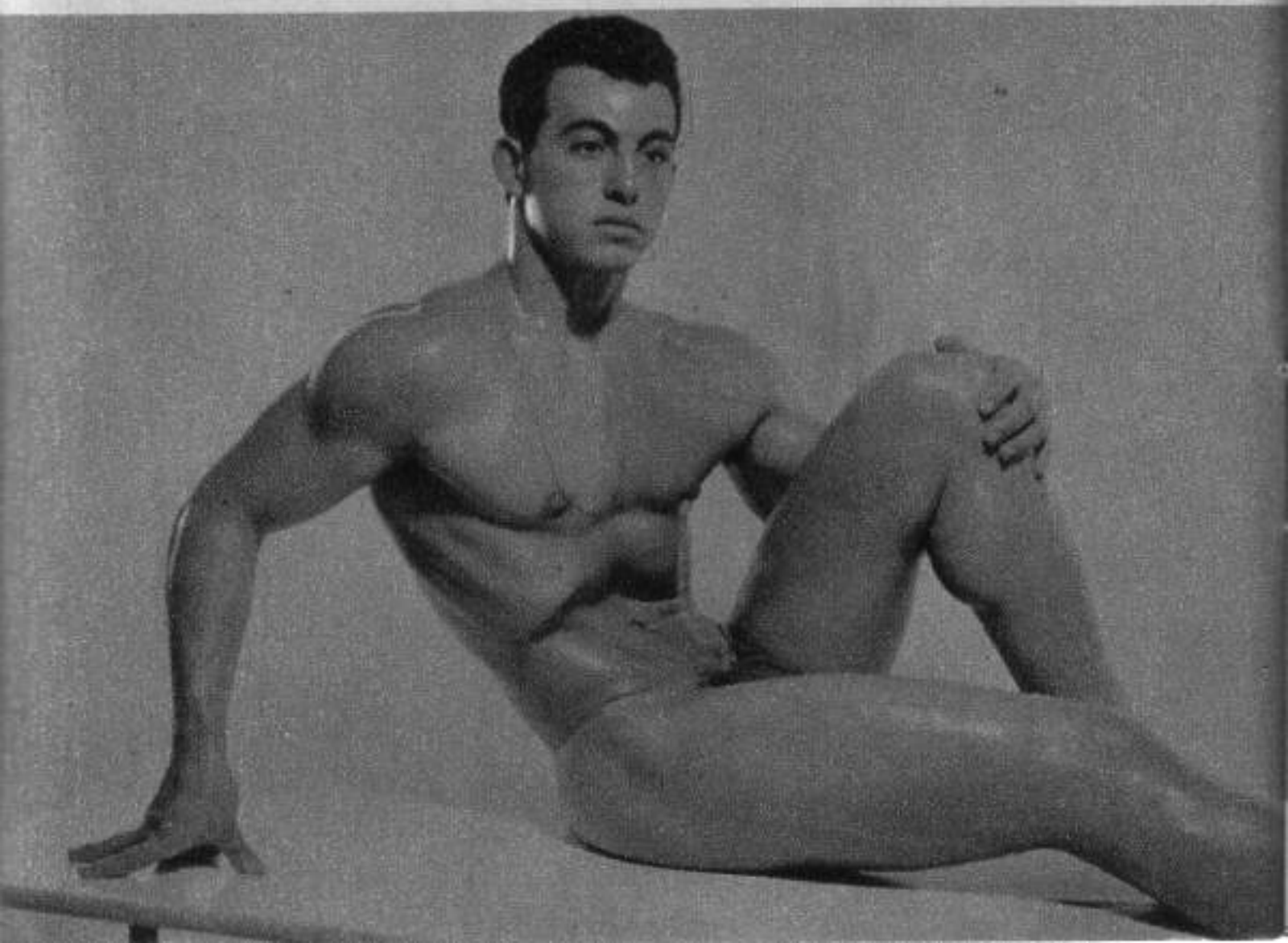
a pair of aces

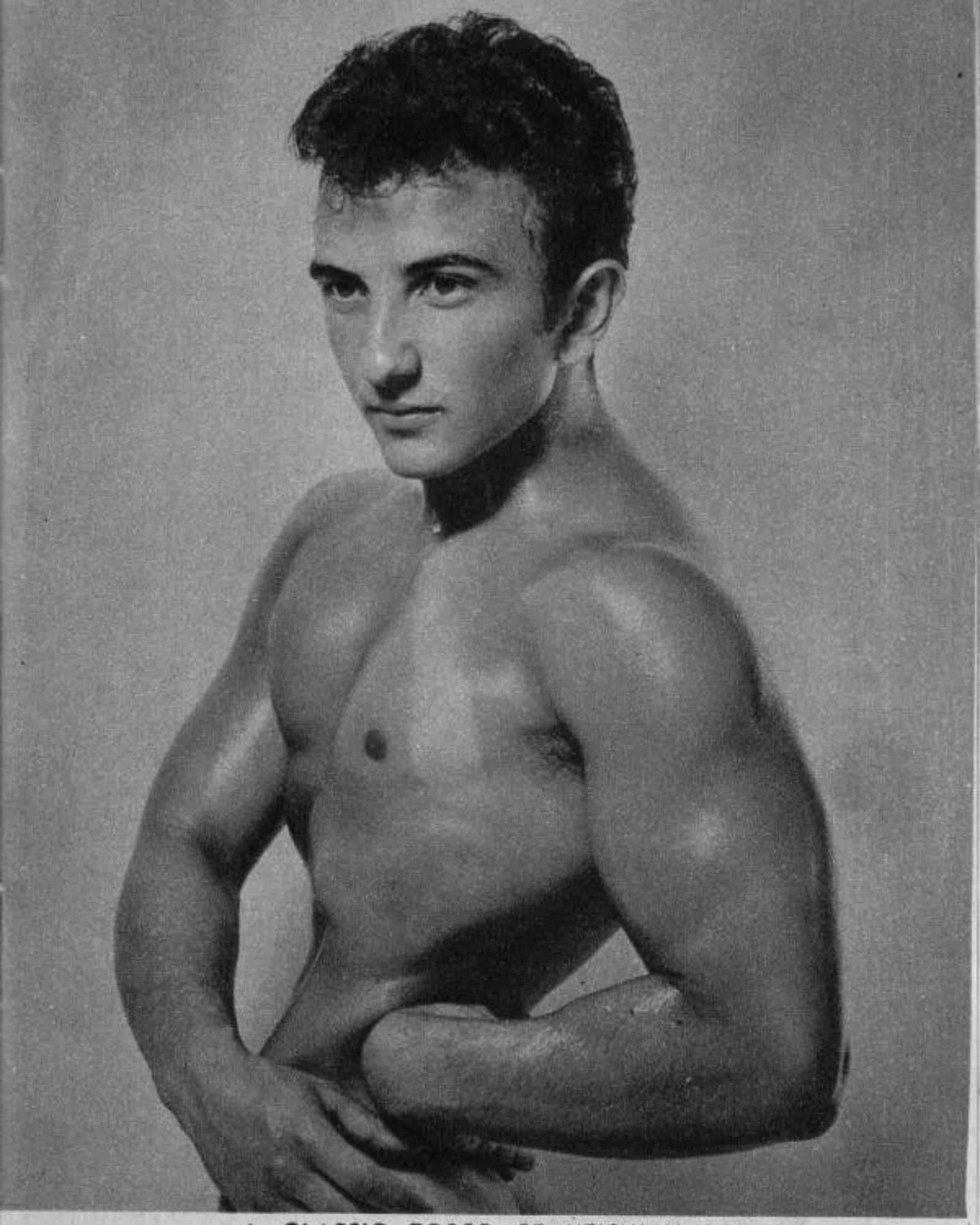
The Latin touch to our gallery of fine physiques this month is supplied by two lads from widely separated cities in New York, but who share a common kinship through their Italian blood.

The handsome young man with the deep introspective look is Lou Greco who lives in Buffalo, while the other Latin Adonis is Joe Calabrese of New York City.

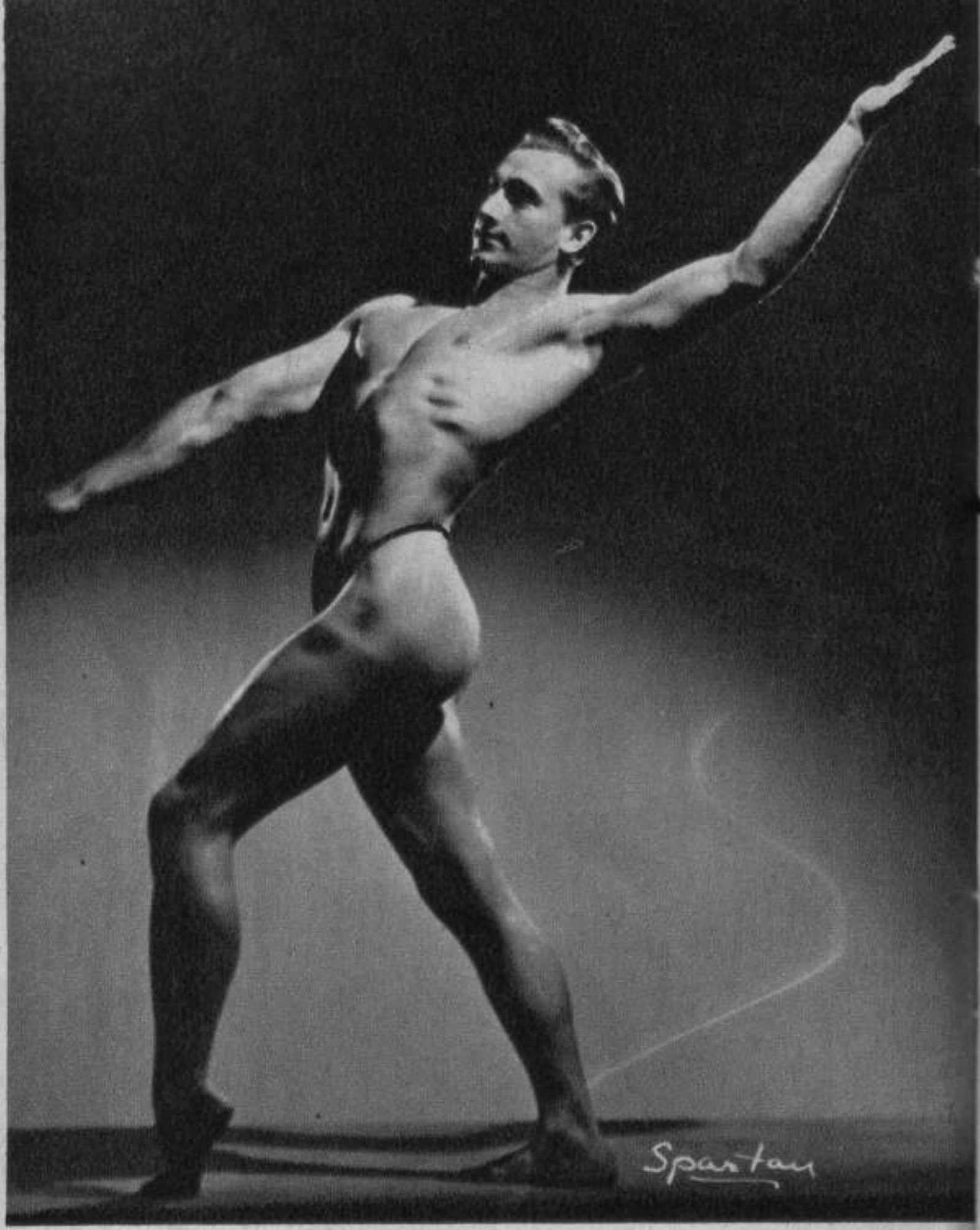
Lou is the 1953 winner of the title, "Mr. Western New York". At 19 Lou is an art student at Buffalo's famed Albright Art Gallery, and has been bodybuilding for about 4 years. Vulcan Studios, who photographed both these boys

LOU GRECO by Vulcan *Lou the visionary*



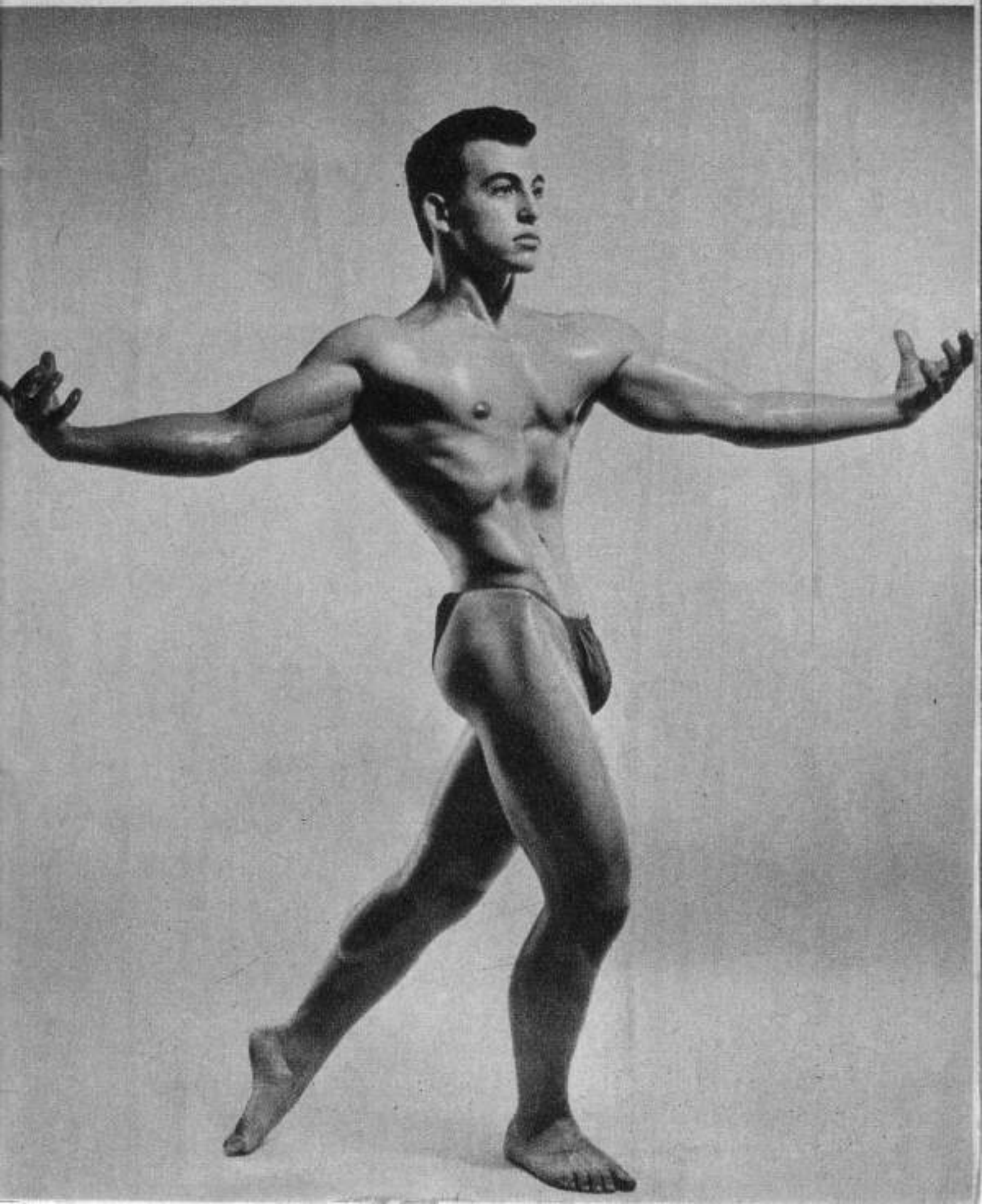


A CLASSIC TORSO BEAUTIFULLY DEFINED



HAROLD METCALF by Spartan
The pose is reminiscent of the modern dance

THE SIMPLICITY OF YOUTHFUL GRACE

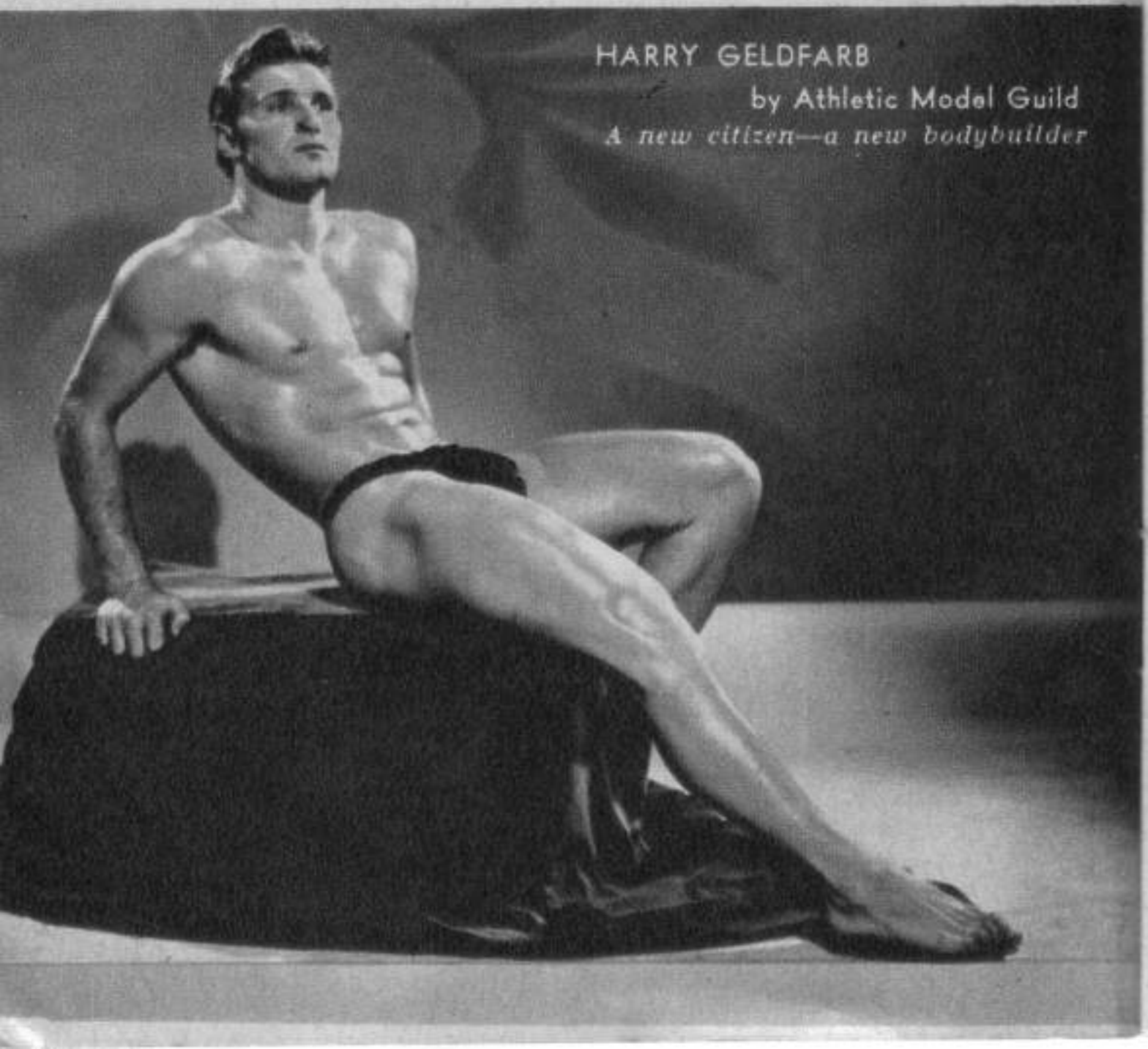


NEW STARS

All during the summer and continuing through the heat of a late fall season the torso parade throughout the country has glittered with a bumper crop of fine new physiques.

On every beach, and in every vacation spot in this land of ours, young America is busily engaged in bodybuilding, and the results have been fascinating to see.

Here in photographic display are some of the outstanding physical specimens that caught the eye of many of our

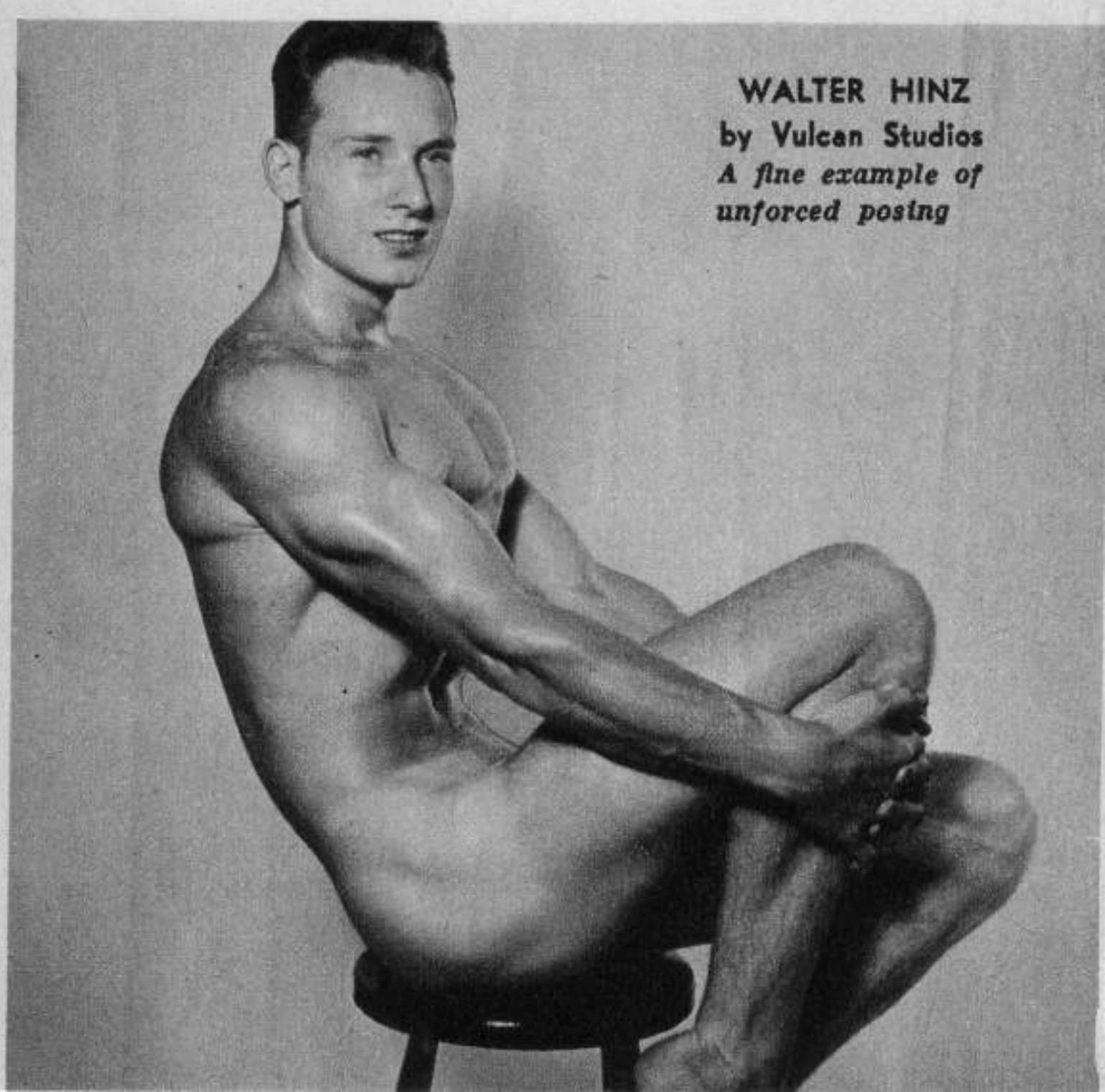


HARRY GELDFARB
by Athletic Model Guild
A new citizen—a new bodybuilder

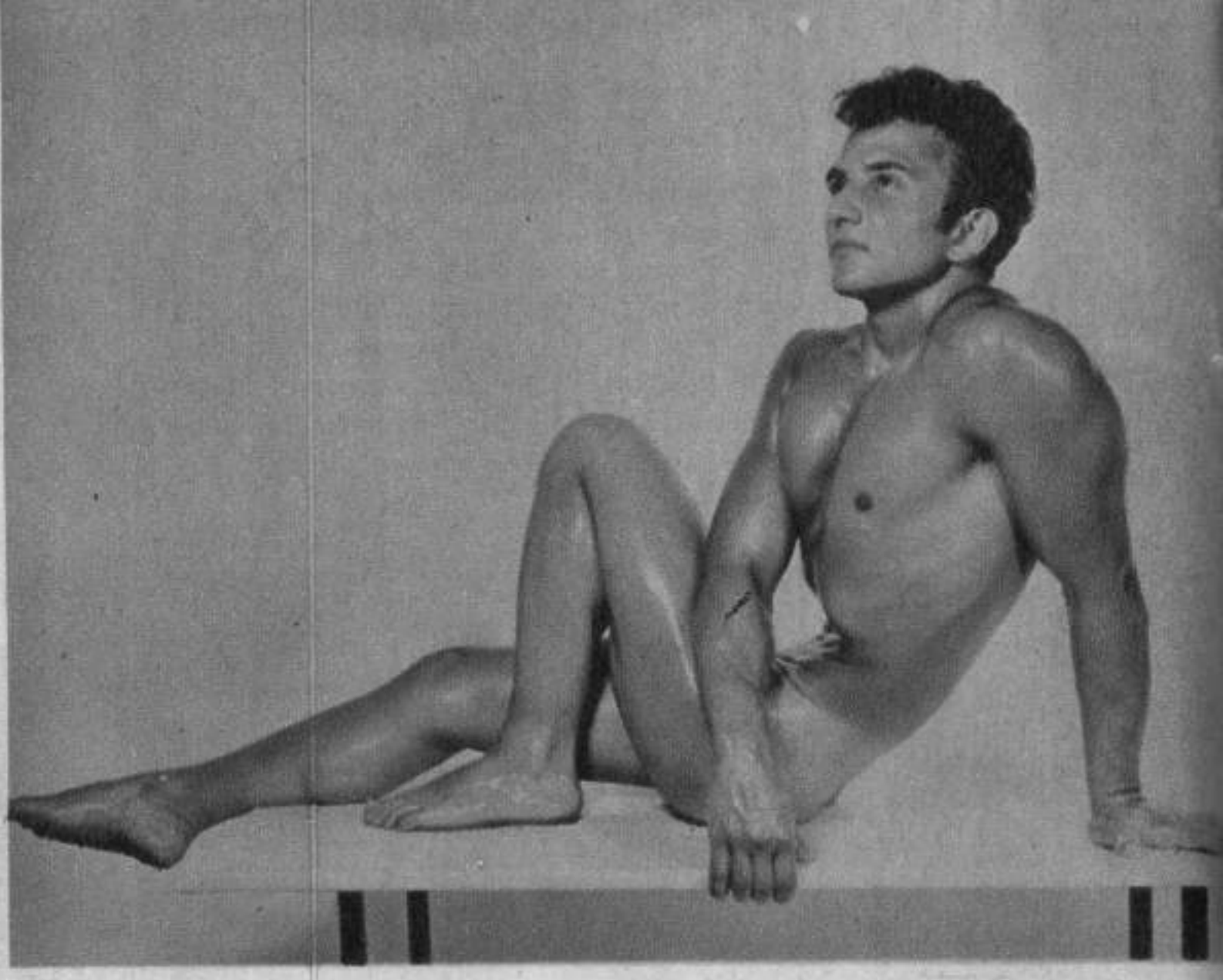
IN THE SKY

contributing photographers. They represent a happy trend toward the health-conscious . . . a sound idea to be sure, and one that more of us should subscribe to.

Heading our beefcake parade is Harry Geldfarb, a 25 year-old bodybuilder, a refugee to this country after years in a concentration camp in Europe. America welcomes Harry and hopes that our hospitality will blot out the unhappy memories of an unhappy time. (*Continued on page* 46)



WALTER HINZ
by Vulcan Studios
A fine example of unforced posing

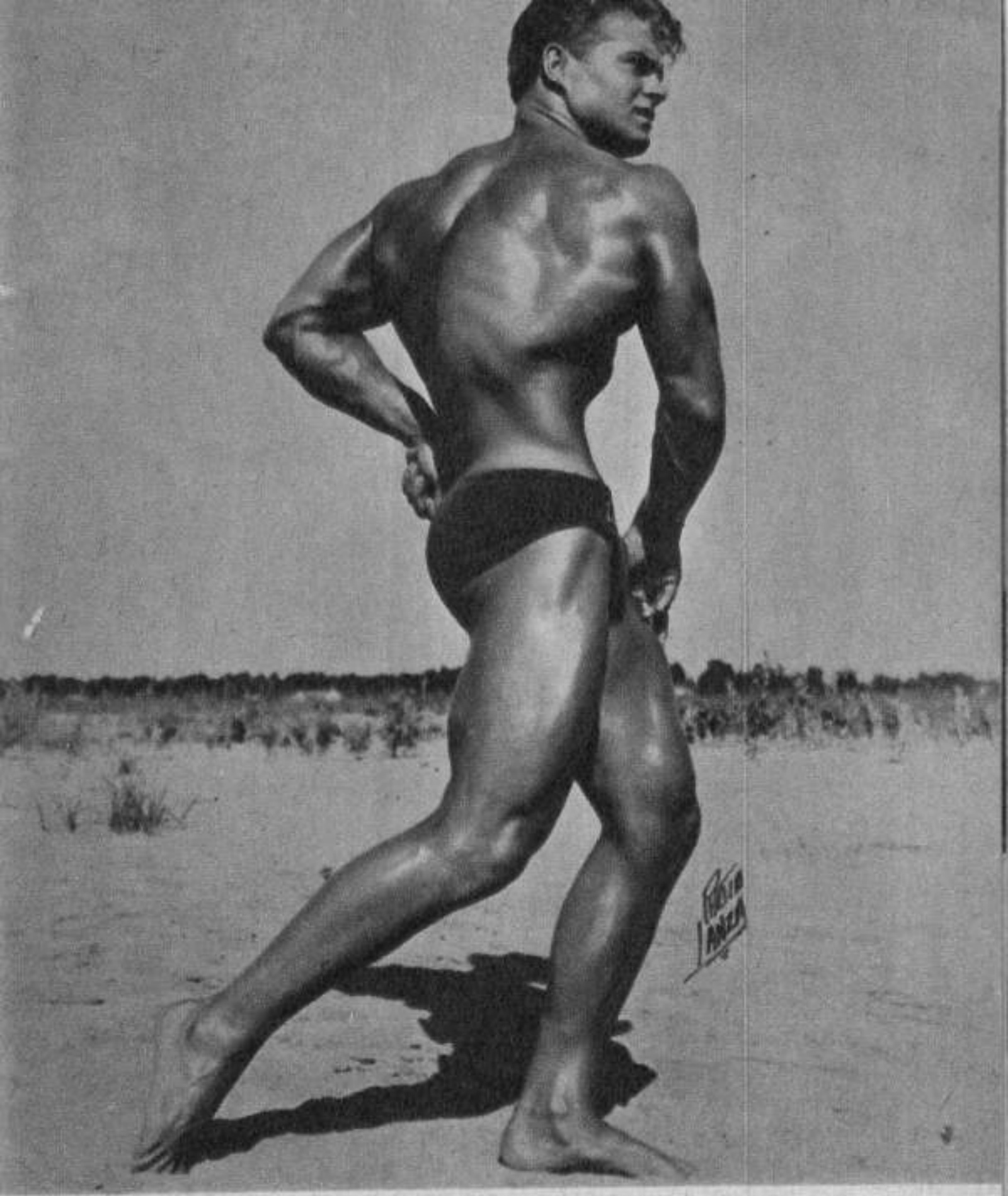


LITHE IS THE WORD FOR JOE

tell us that Lou's artistic nature is reflected in his talent for posing. He glides with fluid grace from one study to another.

Joe Calabrese is a bit younger than Lou . . . he is only 17. Joe is a Weider pupil, training 3 times per week at Abe Goldberg's gym, where only Weider methods are taught. At a height of 5'4", and weighing 154 pounds, Joe has been tapped for service by Uncle Sam, and comes the fatal day, it's into the Navy for Joe.

We are glad to have had these two fine bodybuilders as our guests this month, and we look forward to a return visit very soon.



CLEMENT DESJARDINS by Lanza

The new Junior Mr. Canada

REX RAVELLE by Warner

Rex is in the soup prepared by two of the loviest young cannibals we've ever seen . . . Shirley Antouri and Elza Elsman

Muscledom's merry madcaps

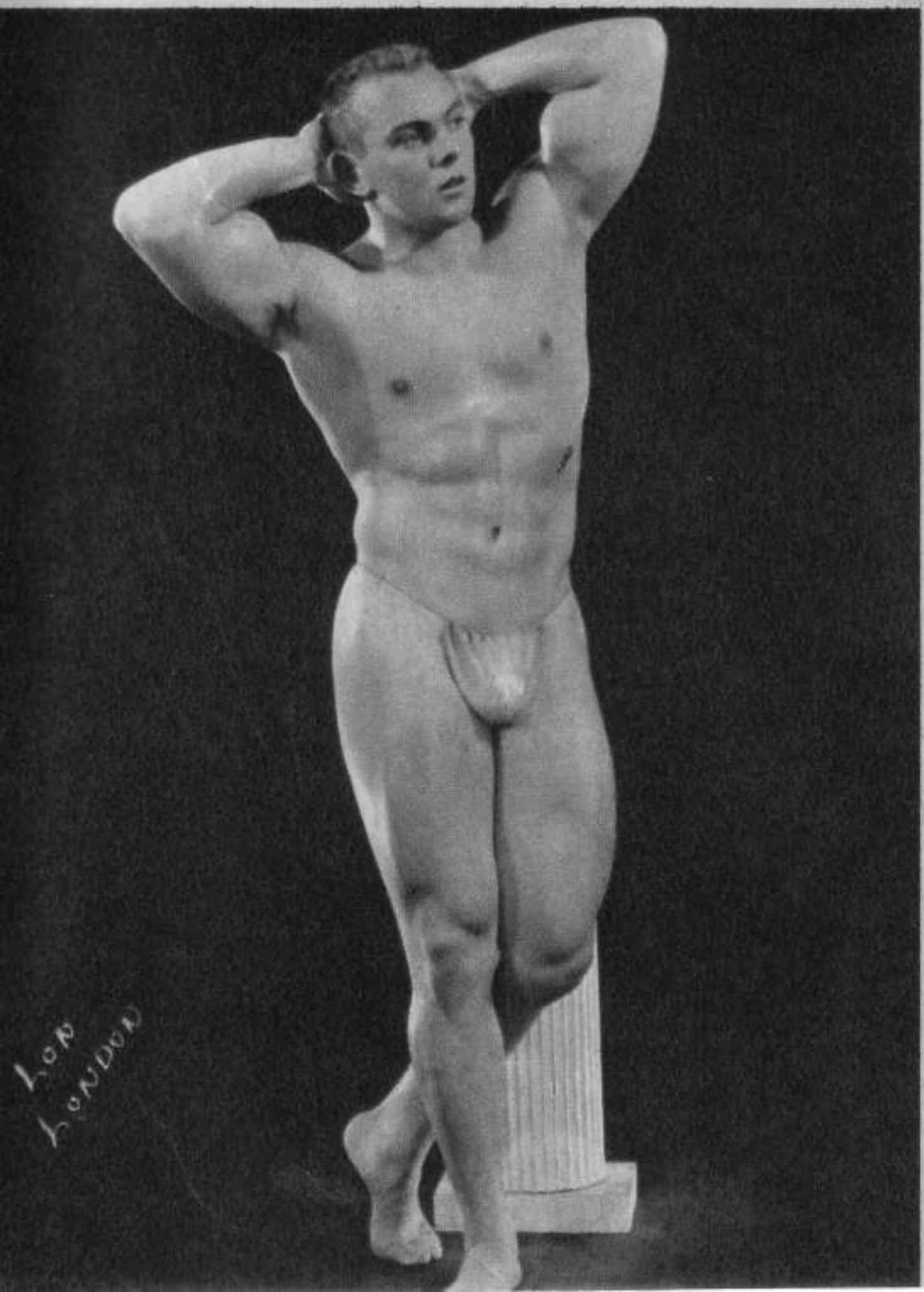
Although most of us greet the frosty-white season of Christmastide joyfully with open arms, the wincing pinch of Father Time reminds us all nostalgically of sunnier days and moonlit nights . . . of the happy, happy time of summer that is past.

As we don our heavy coats, our red flannels, and snow-shoes to fight our annual battle with "dat ol' debbil, winter", it is pleasant to dig into our album of summer memories and recall for you some of the zany (*Continued on page* 44)

SAFARI ? S'FUNNY ! !

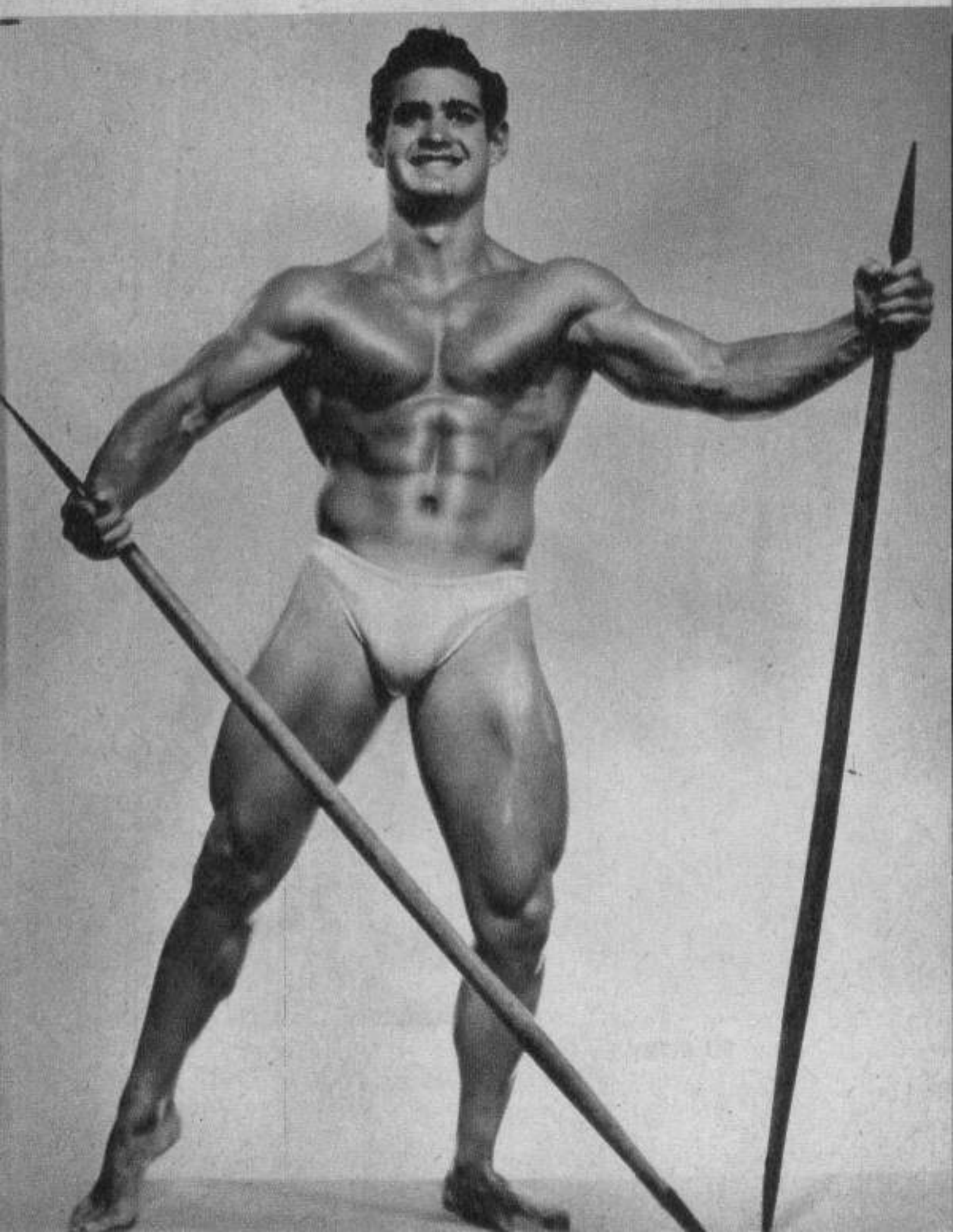
The great white father seated is Bob Delmonteque himself . . . while his able bush scouts are from l. to r. Phil Guarnacia . . . Clarence Ross with his helmet from outer space . . . and a pupil of Clancy's, an unidentified cherub who looks like Mickey Rooney.

DEREK IN A POSE OF CASUAL GRACE



ARTHUR GOVERNALE by Bob Gebbe

The "mostest" in muscles and symmetry



ED FURY by Warner

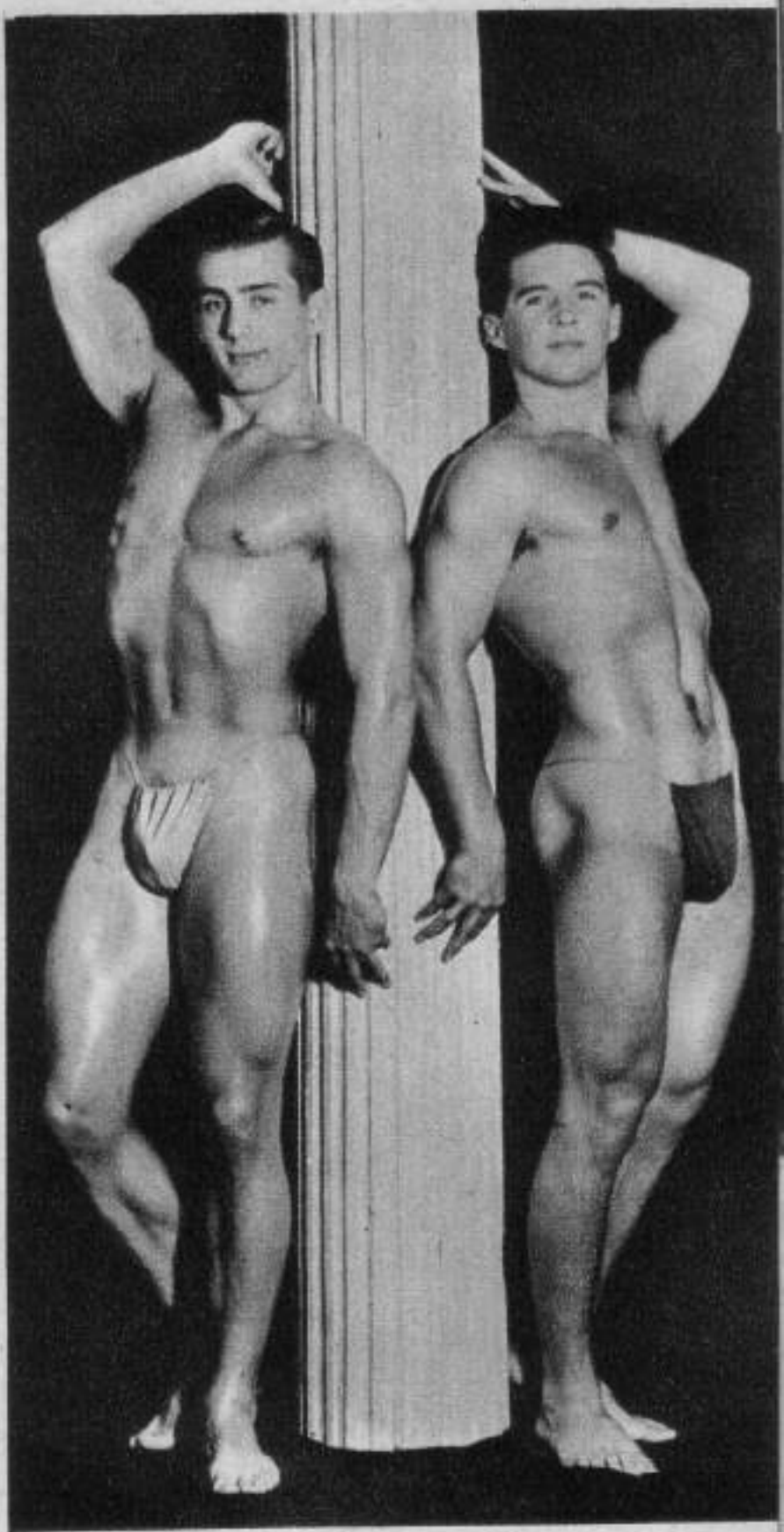
'the audience was at his feet'

"double exposure"

As time goes by it becomes increasingly difficult to secure photographs of good dual posing. Imagine our happy surprise some weeks ago when we found in our morning mail some exceptional shots of some exceptional athletes . . . a bit of good fortune which we are delighted to share with you.

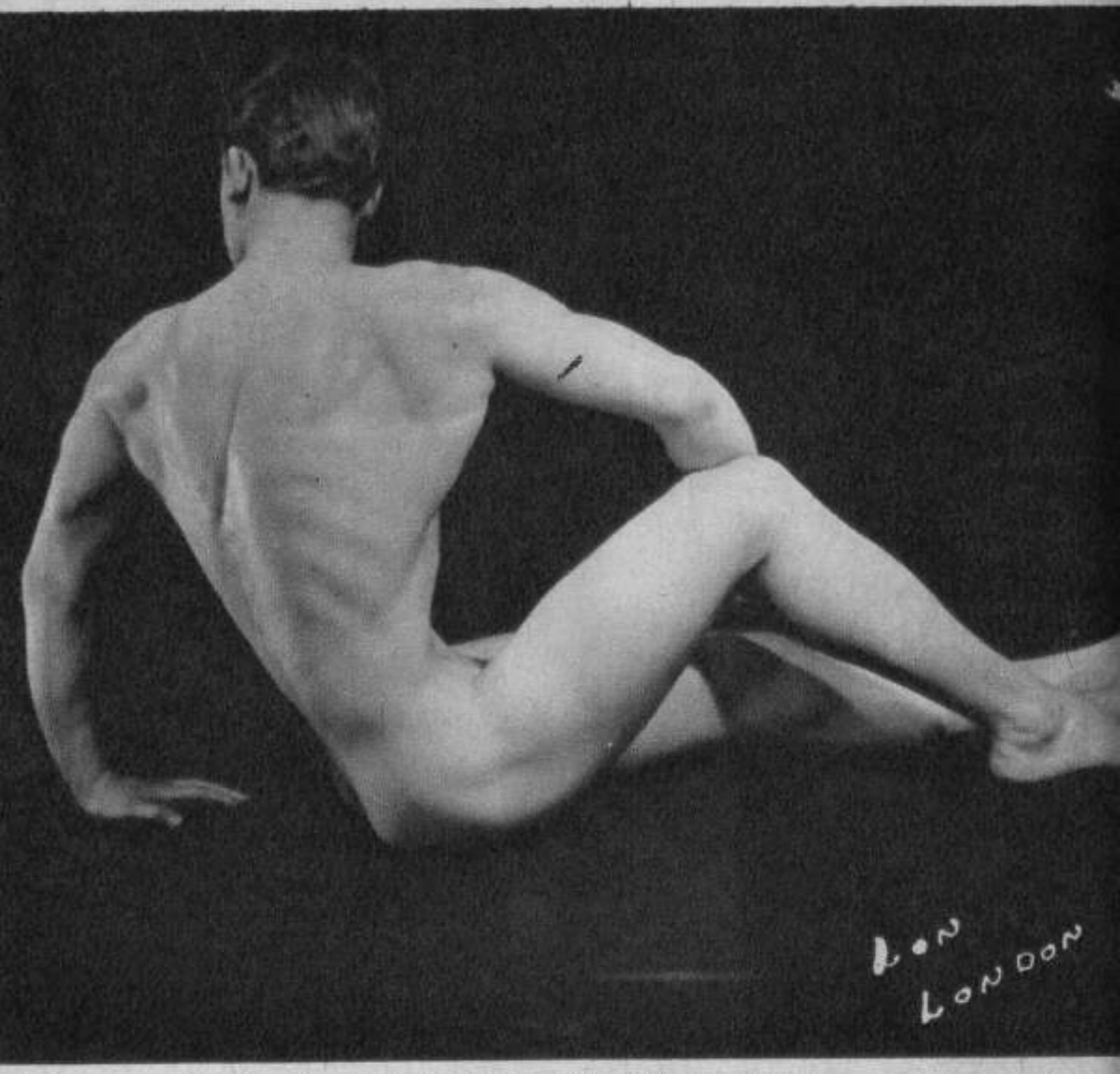
California Models have added to our treasure trove with a beautiful study of Skip Harrison and Bob Estelita. Skip and Bob are "likes" in some respects . . . both are 5'8" tall, and both weigh an identical 160 pounds. Skip is training to become a lifter, and works out at the Vallejo, California YMCA. His posing partner is 19 years of age, sports a pair of 47"

(*Continued on page* 52)

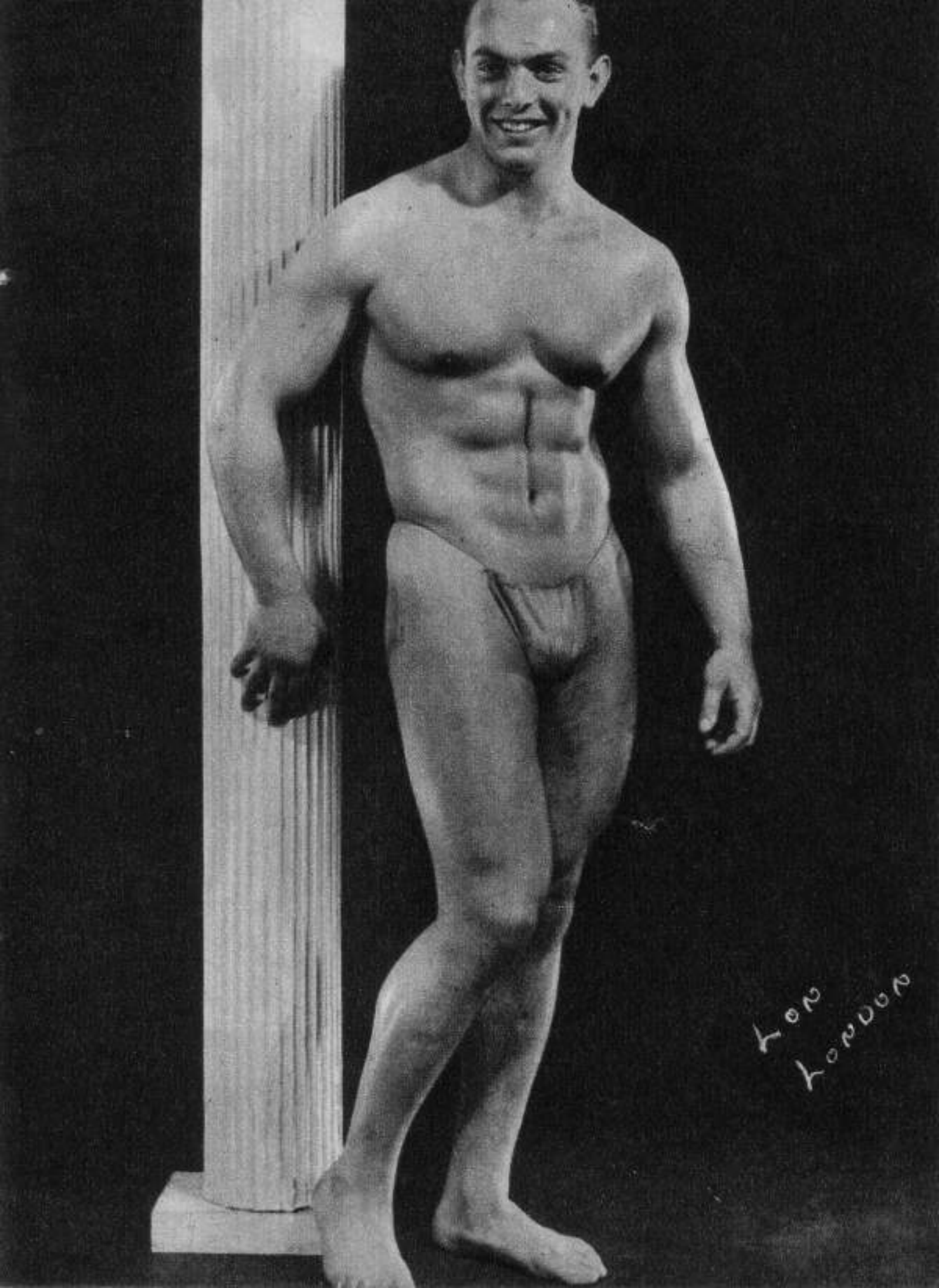


SKIP HARRISON (l)
and PAUL LLOYD
by California Models
Two for the show

DEREK BOTTOMLEY by Lon (London) →
Derek is built on massive lines



JOHNNY DISPLAYS HIS MUSCULAR BACK

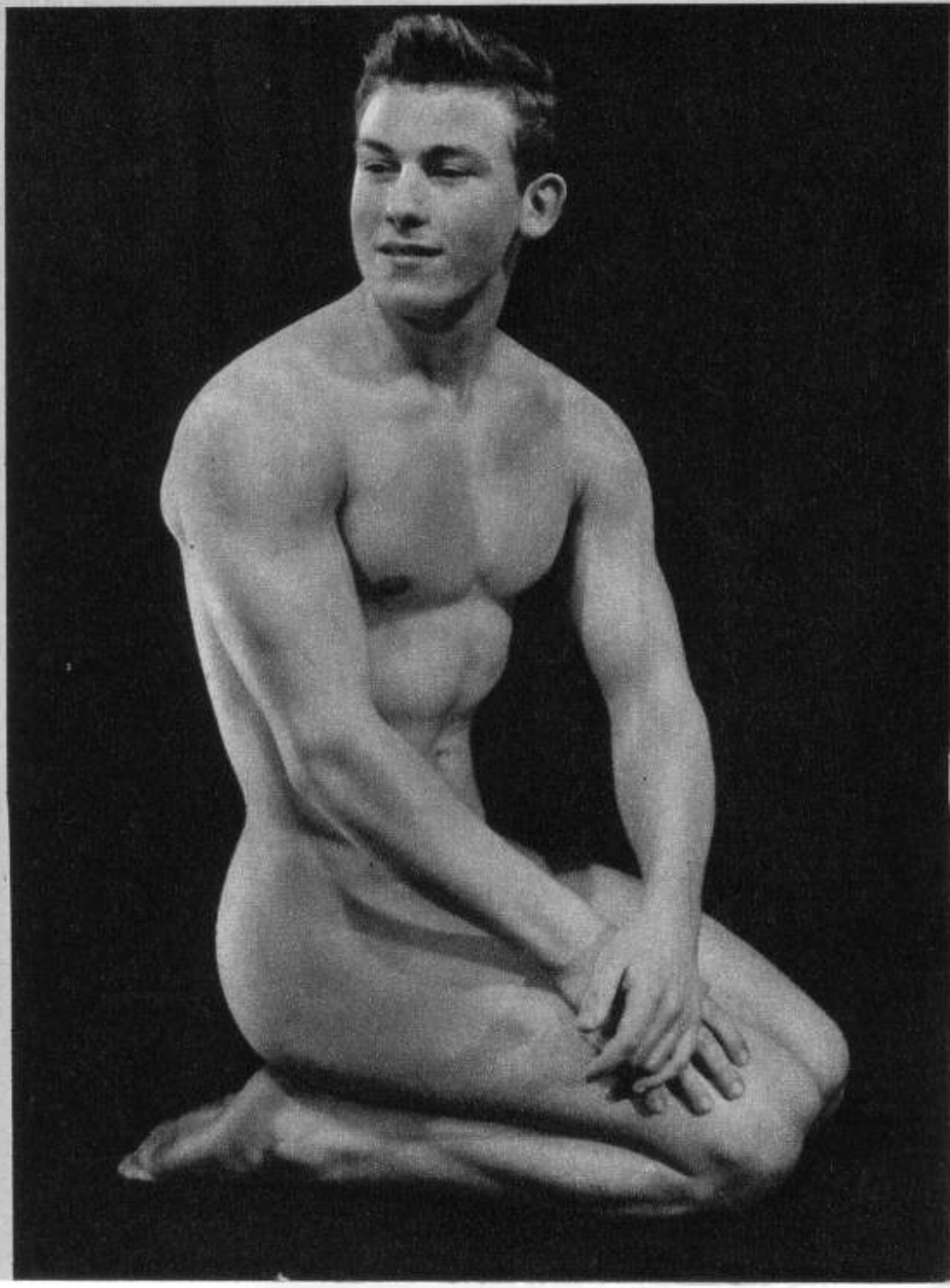

Leon London

THE DYING GLADIATOR by Bruce

Malcolm Brenner is assaulted from l. to r. by Armand Tanny, Joe Gold and Everett Sinderoff

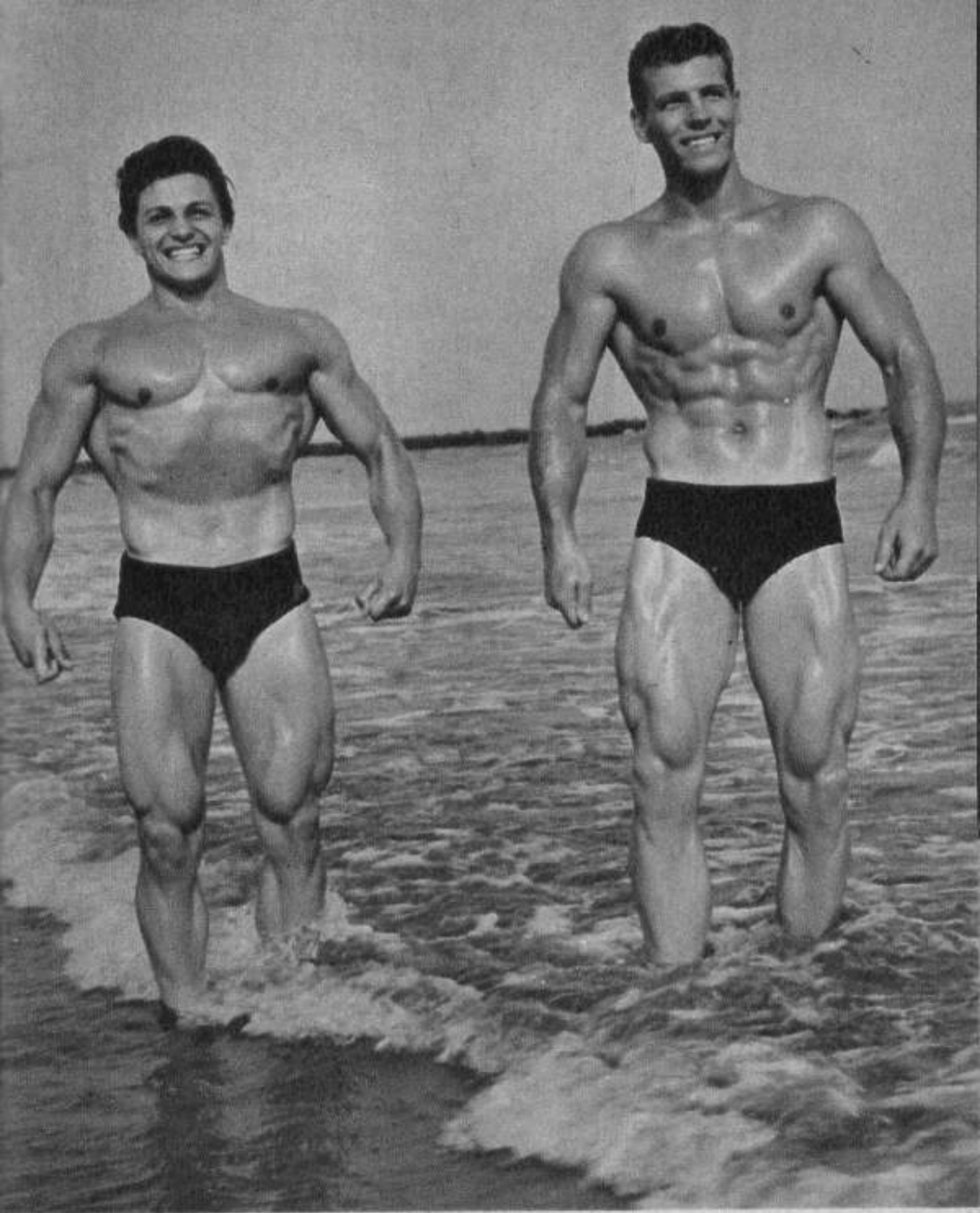
JOHNNY HOLDEN by Lon (London)

A simple unaffected pose



RON SELVAGGIO and TIM SWEENEY by Spectrum

Young America on a holiday



BUDDY BASIL and BOB HOVER by Togof

By the beautiful sea

KEITH RIVALS ANY STATUE ·

here's keith stephan

KEITH STEPHAN by Spartan
A mountain of majesty in controlled repose

When it comes to really massive developments, that of California's Keith Stephan must surely head the list, for this wonder athlete who stands a mere 6'2" in height weighs a heavily-muscled 230 pounds.

At 23 Keith is a comparative newcomer to the world of strength, yet he has developed an 18½" arm, a 50" chest, and all this with a very small waist of 33. His very forearms tell the story of his super-strength for they alone measure an almost incredible 16 inches . . . larger than the biceps of some athletes!

(*Continued on page* 42)

Britannia waives the rules

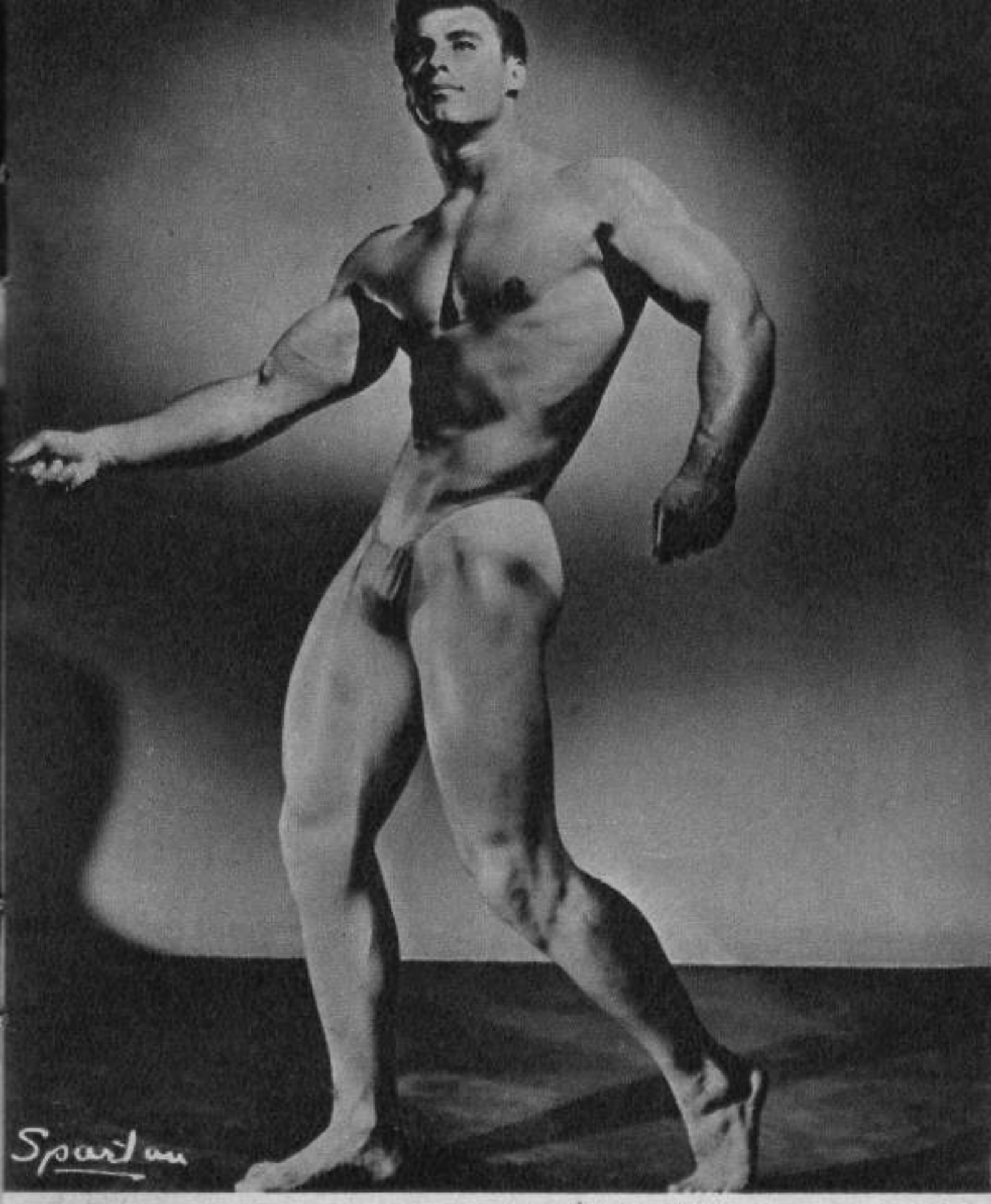
"Play the game!" To the Englishman, next in importance to love of country is his traditional love of good sport and sportsmanship . . . his passion for playing the game with the strictest observance of the rules of play.

However, it is possible "to have too much of a good thing", and in time this subservience to mere rule robs the game of much of its color, its excitement, and in some cases, its very meaning.

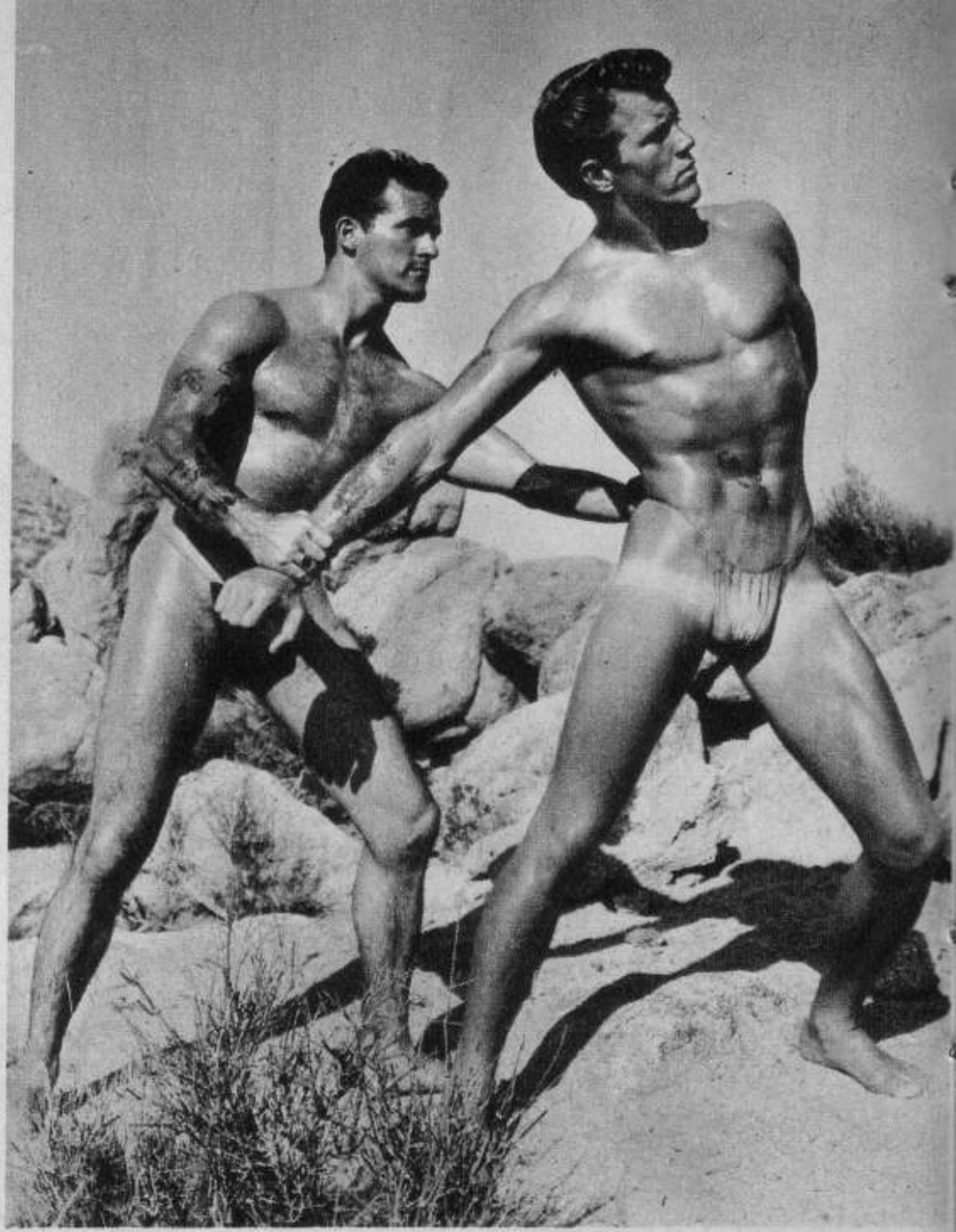
Take bodybuilding for instance. Until recently the few gymnasia in Great Britain taught weight-training just as strictly as though their students were preparing to compete in the Olympic games. Every barbell curl must be executed in strict

(*Continued on page* 50)

JIM STEVENS
by Lon (London)
Britain's new young Hercules



KEITH'S TORSO SHOWS HIS LATENT

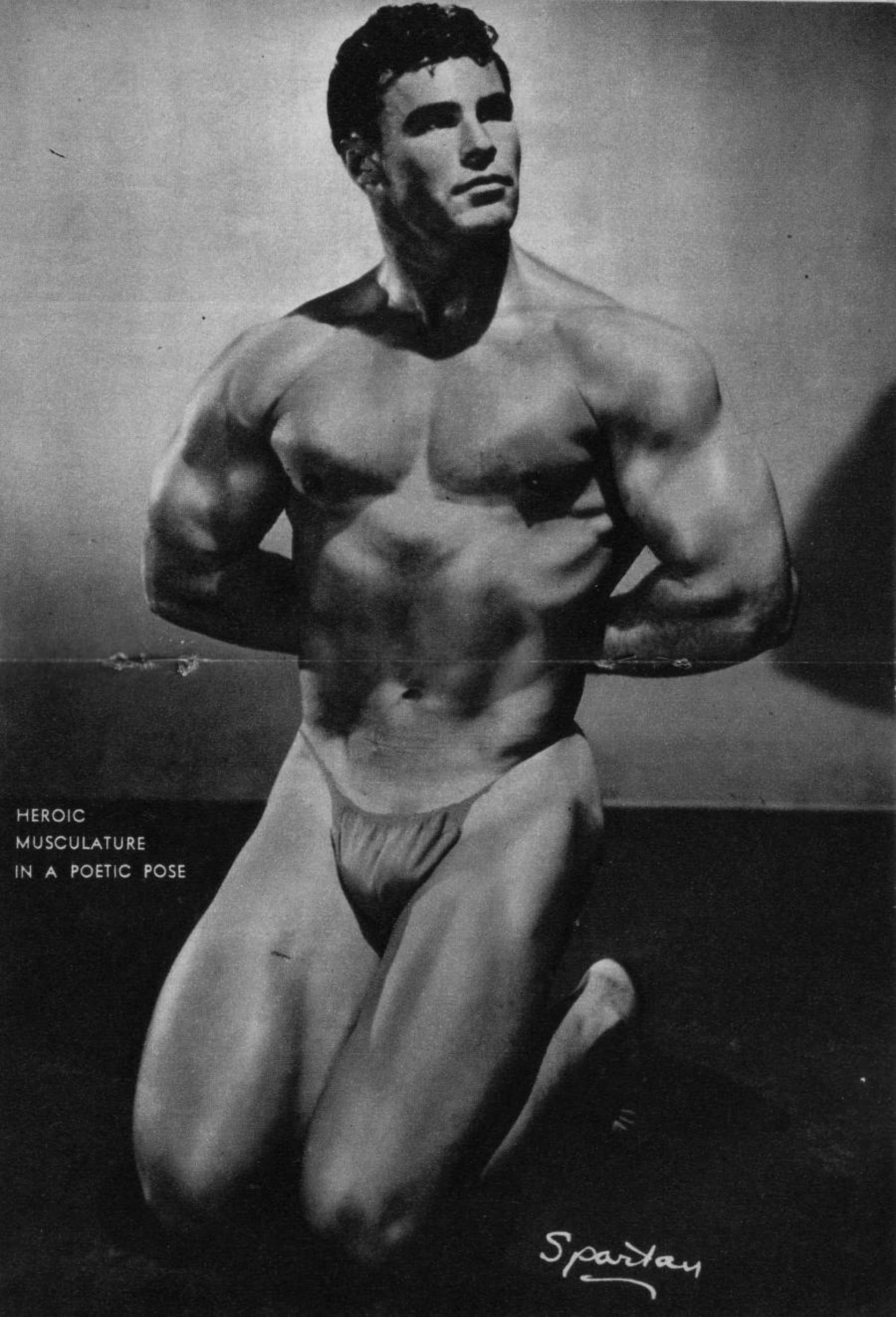


BUDDY YOUNG and JIM LEWIS by Athletic Model Guild

Duel in the sun

PETER GORDON and PAUL LLOYD by Spartan

Pete and Paul in playful battle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New Stars

(*Continued from page 5*)

Photo by Athletic Model Guild.

A smiling young man of obvious Italian extraction is Arthur Governale. His heroic proportions have been clearly caught by Bob Gebbe in this rhythmic study.

Sam Stall has been introduced to you before from these pages, but we think you'll like to see another photograph of this favorite Bruce model.

Here also with us this month is Clement Desjardins, recently winner of the title Junior Mr. Canada. He flexes his superior muscles for the camera of Tony Lanza and here is the result.

Vulcan is further represented in this issue with this appealing study of Walter Hinz . . . you'll be seeing more of Walter in future issues.

Our gallery is closed with a very choreographic pose of Harold Metcalf of Los Angeles, beautifully lighted and photographed by Spartan.

S-T-R-E-T-C-H

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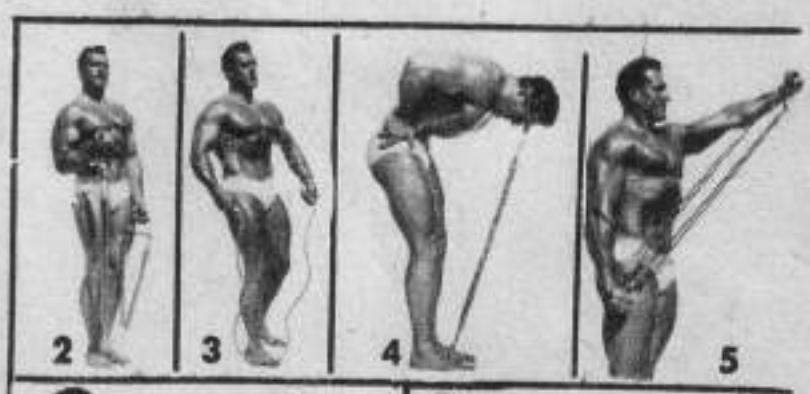

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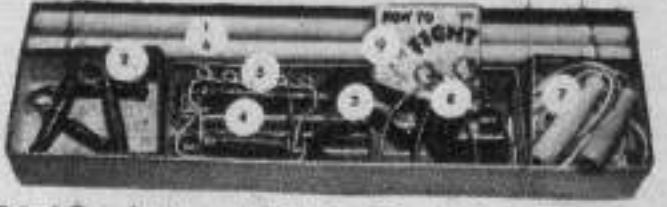

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← *A POSE OF CONTROLLED RHYTHM*

Posing Pioneer

To a publisher of such magazines as ADONIS and BODY BEAUTIFUL, one of his greatest obligations is at the same time one of his greatest pleasures. Just as any new departure in art or science . . . or any social reform owes its inception to the pioneering efforts of some man of vision, so are such magazines as ours indebted to the pioneers in the science of physical culture, and in the art of posing.

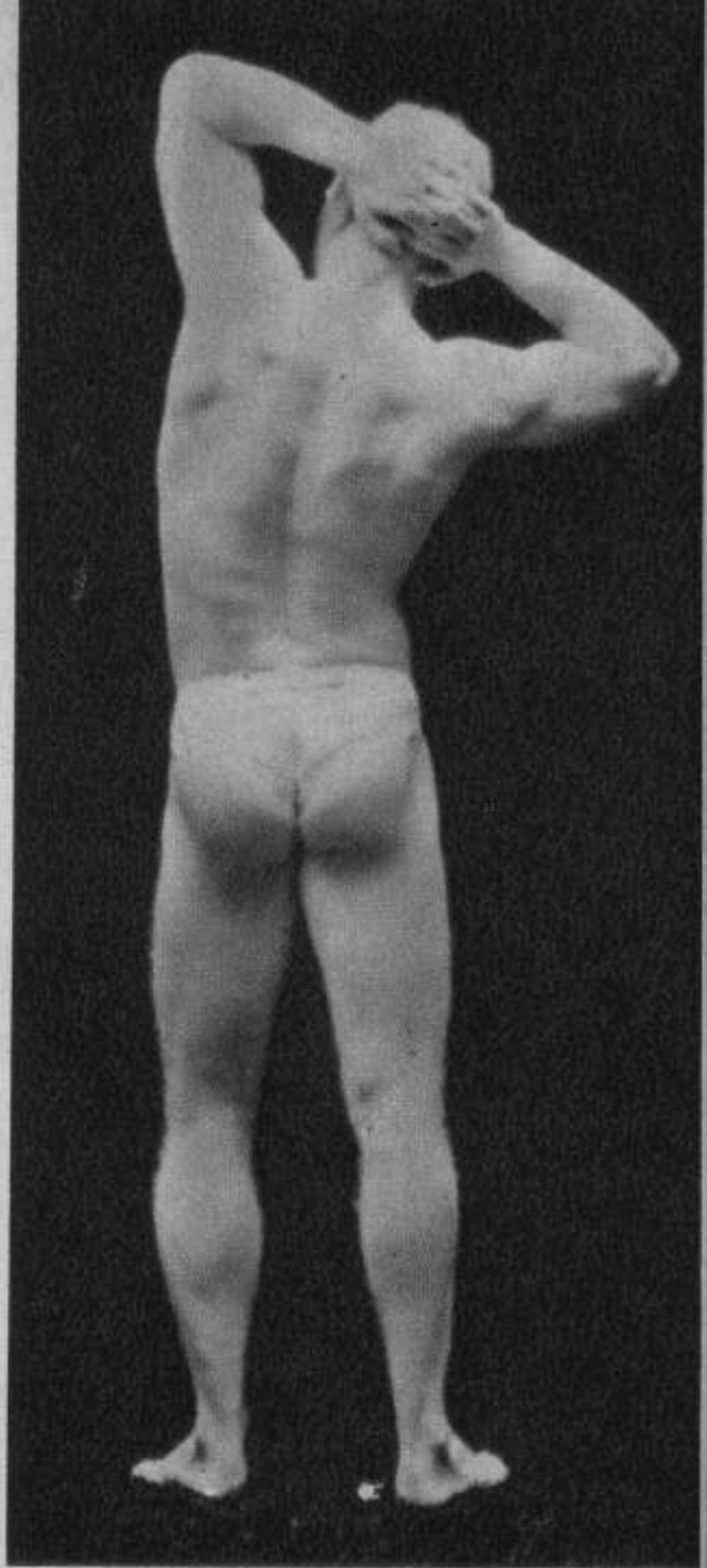
One of these pioneers is a man who is an exceptionally versatile athlete . . . a tumbler, hand balancer and bodybuilder who is well-known here in the East, but perhaps better known in California where he is the

(*Continued on page* 60)

YVON AND PIERRE BRUNET by Tony Lanza

Twins with terrific torsos

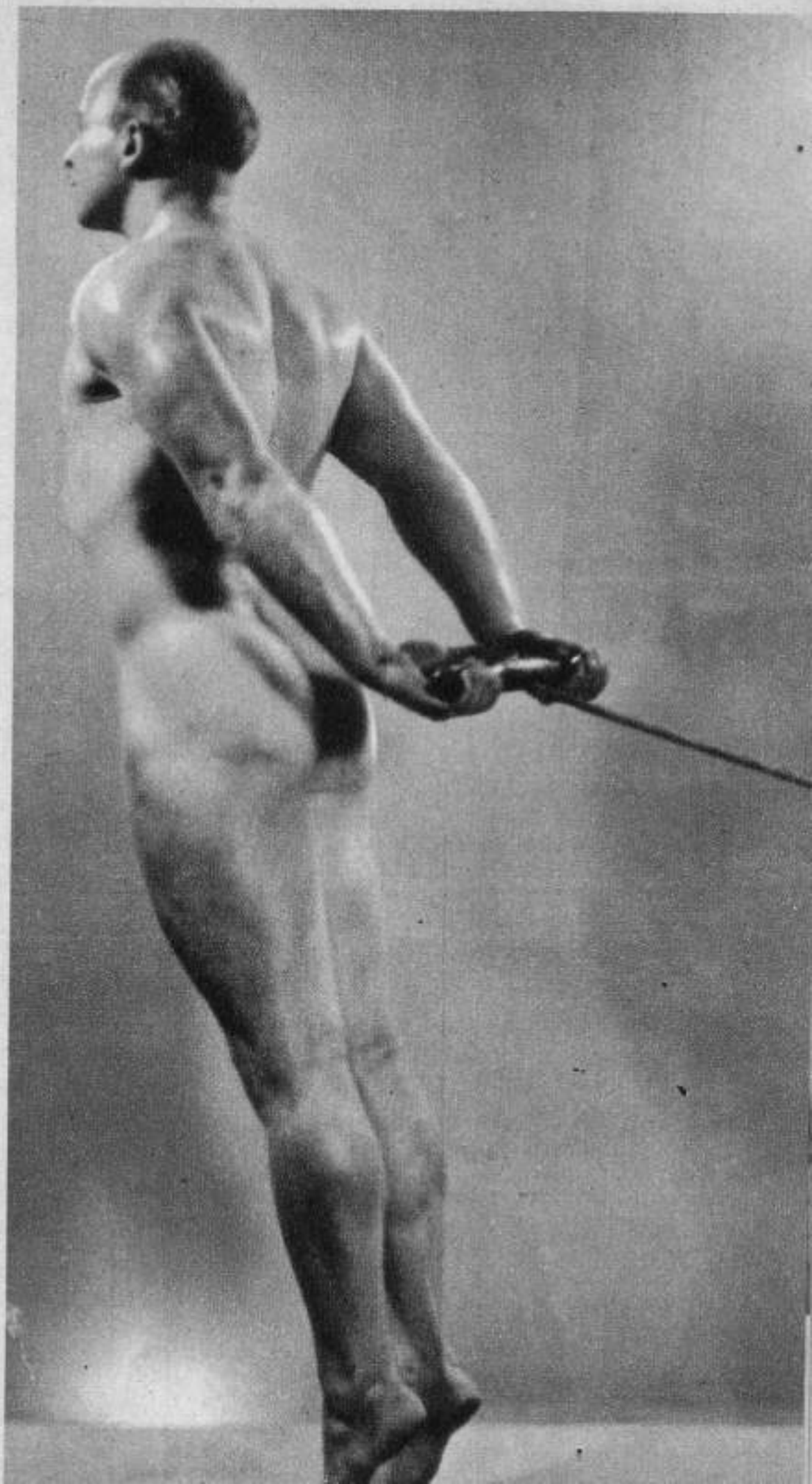
RAY IN HIS STUDIES
OF LIVING STATUARY



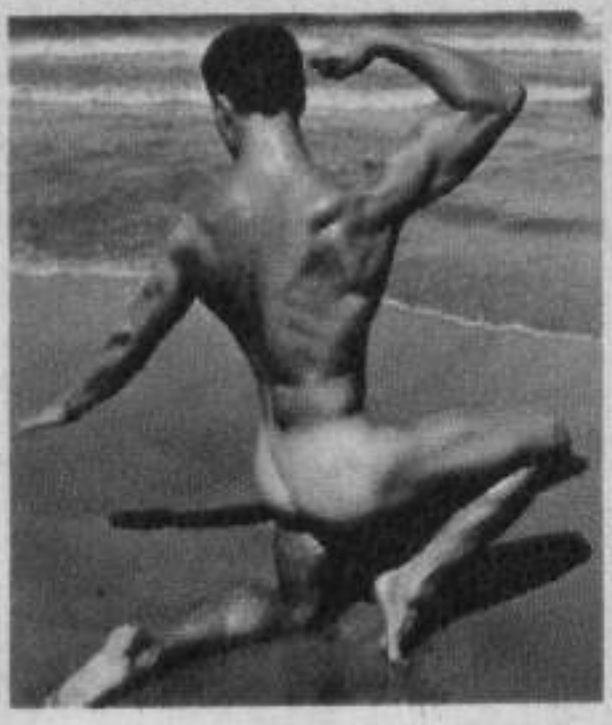
CLASSICISM IN MODERN LIFE

RAY
VAN CLEEF
by Townsend

"One of the men who started it all"



Bob Delmonteque Studios
Presents
"CAMERA ANGLES"



CATALOG B, features four exceptional physique models, captured by the camera in a series of unusual 'camera angle' poses. Price $1.00.

MODERN APOLLO, featuring physique stars, Glenn Bishop, Vic Siepke, Dale Curry, Bob Delmonteque, and many others, in beautiful 70 page, plastic bound photo album, priced attractively at $4.98 a copy.

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New York City, N. Y.

with great interest on the photographs of Keith Stephan, for they represent the good sense of a powerful and massive bodybuilder who has chosen a middle road in bodybuilding, a safer and surer way.

Madcaps

(*Continued from page* 16)

antics of our well-known bodybuilders while on vacation.

Summer to the bodybuilder is that interval of time in which he lays down the tools of his craft . . . his barbells, dumbbells, and cables, and takes his muscled torso out to the beach and tans it a leathery brown. While summer to most of us is a time of relaxation . . . a slowdown from the hectic pace of nine long months, to the bodybuilder who never works off all his energy it is a holiday for merry-making.

Here then are some of your favorites making antic hay!

DAVE WILER by Athletic Model Guild
Blond giant with classic torso

VULCAN presents CALABRESE

GRACEFUL

JOE CALABRESE

in a series of artistic poses. Send $1. for catalog 8 of Joe in 16 poses to

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Keith Stephan

(*Continued from page* 31)

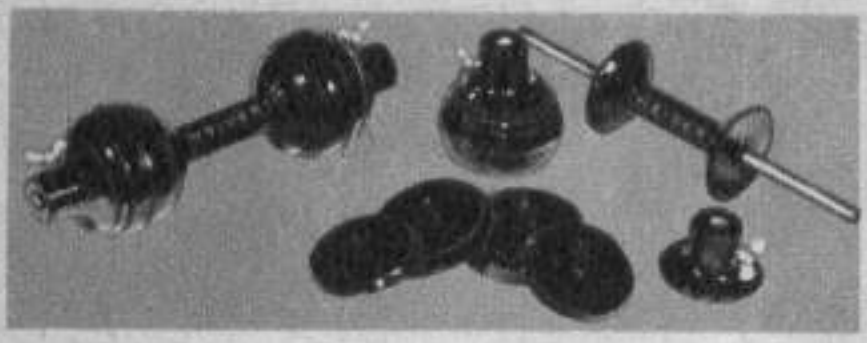
With all the explosive force generated by his huge body Keith can bench press 350 pounds, and do a barbell curl of 190. Yet if strength were all, or mere tape measurements the only evidence of his superb condition very little would have been told. This is one of the bulk boys who doesn't believe in bulk for bulk's sake. To Keith muscles must tell a story . . . a story of the superb inner health he enjoys, a story of an outward musculature so symmetrically designed that one body part flows with flawless grace into another.

That he is a symphony of perfect symmetry is evidenced by the fact that he was chosen Mr. San Diego in 1951, and placed 5th in the Mr. America contest of the following year.

A great deal of credit for Keith's Herculean development must go to his trainer, popular Leo Stern of California. We think you readers of ADONIS will look

KEEP PHYSICALLY FIT IN 10 MINUTES A DAY

right in your own home and at your convenience



Especially Designed For The Busy . . .

- Executive
- Traveling Man
- Sedentary Worker
- Soldier

Health and Appearance—Your Key to Success

If you've been too busy to take care of yourself and have lost your youthful physique, pep and vitality, then you're getting much less out of life than you think. How you look and feel makes a real difference in business and social success. No one admires a weak, sickly man or even wants to be his friend. Instead, he is ignored, left out of all the exciting times. So if you're not getting all the fun from life that you think you should, now is the time to decide to recapture that "Great To Be Alive" feeling again. You can, and quickly too, if you use the Weider 'Keep Fit' Dumbell Set a few minutes a day at home. You'll be delighted at how fast you will build a strong, healthy body, how quickly you'll add pounds and inches of muscle onto your skinny frame, or melt off excess flesh if your problem is overweight. You'll build a magnetic personality too, one that will make you a stand-out in any crowd. So don't delay . . . order your set today and all these benefits will soon be yours FREE.

FREE!

Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

ONLY $20.00

With Course

Joe Weider, Dept. A
16 Hopkins Ave.,
Jersey City, N. J.

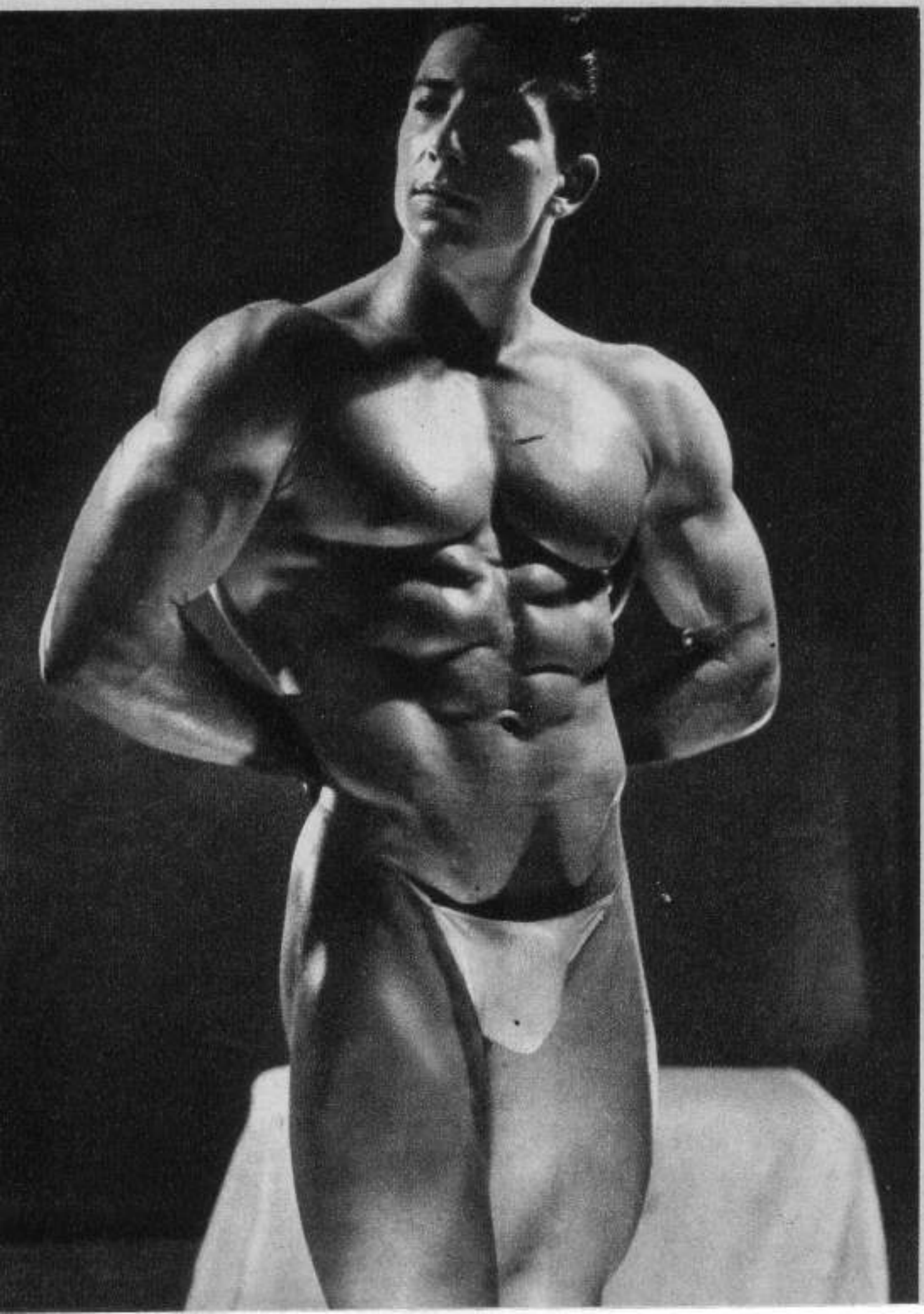
Enclosed find $20.00 for which please rush me the Weider 'Keep Fit' Dumbbell Set and Course of Instructions. I understand I must be satisfied or my money back in 7 days.

Name _____

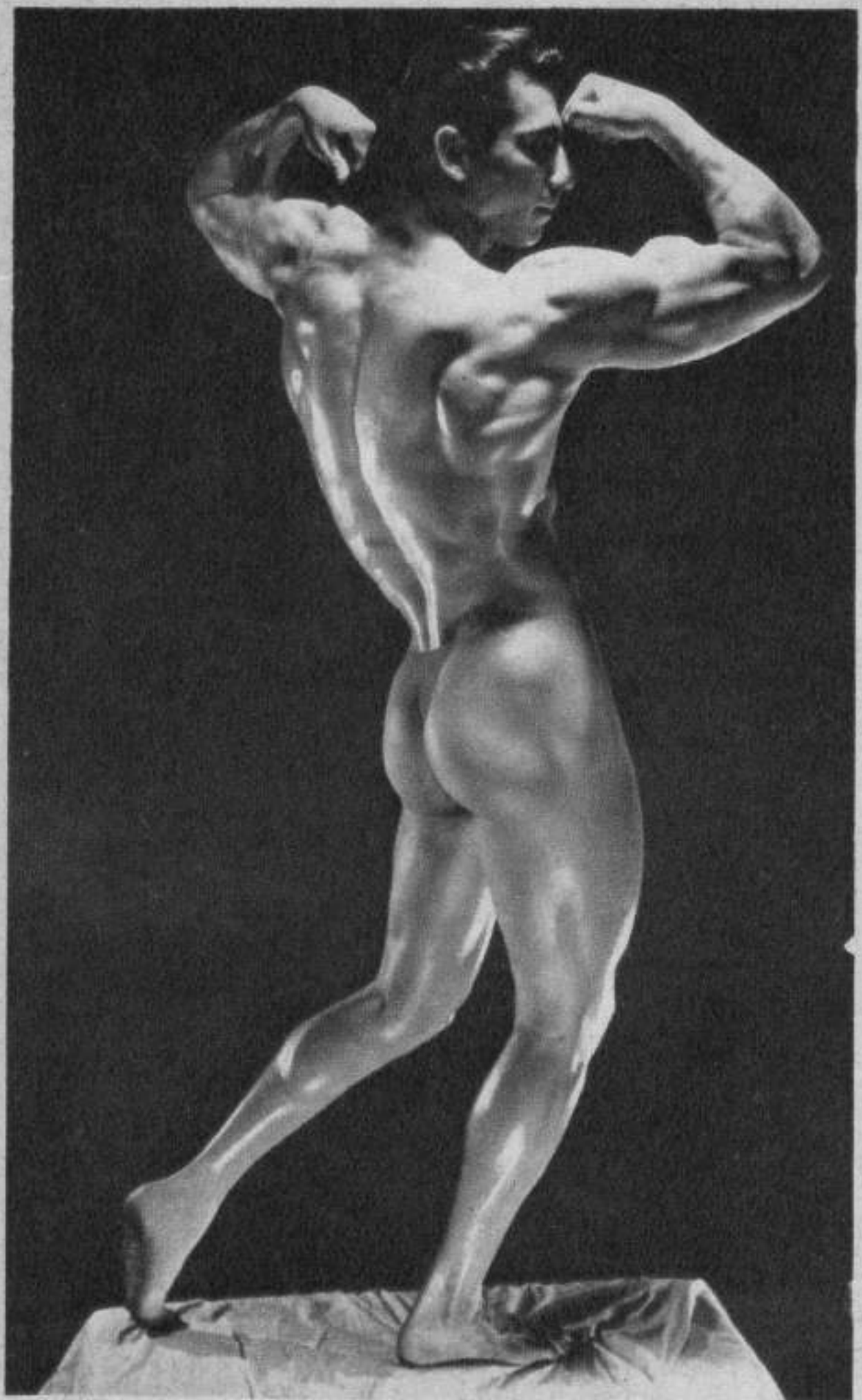
Address _____

City _____ Zone ____ State _____

No COD's. Prices FOB Warehouse. In Canada, order from: Weider Barbell Co., 4486 Colonial Ave., Montreal, Que., Canada.



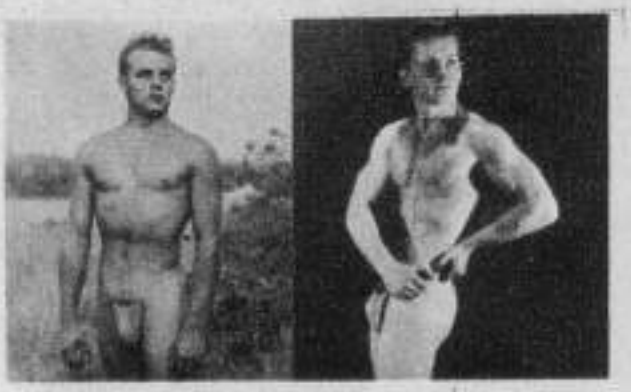
An almost incredible width of back



BRUCE
presents
ROBERT FEDELL

Husky young Navy athlete. Featured in Catalogue No. 61 15 4x5 double-weight matte photos $3.00.
Postage: First Class 15c Airmail 25c
35mm Color slides or Stereo slides of Robert Fedell 6 for $3.00 12 for $5.00
Postage: First Class 10c Airmail 25c
Send one dollar for selected samples and illustrated circulars.

BRUCE OF LOS ANGELES
Box 75305-C Sanford Station
Los Angeles 5, Calif.



JOHNNY BUSCHARD DICK AVERY

Send $1 for brand new, illustrated catalogue describing new color slides, new movies, new 4x5 photo sets, new color photo sets plus 4 different and new sample photos of athletes.

This catalogue for the first time lists names of the athletes.

Catalogue describes new color slides, movies and photos of above illustrated models, plus many more.

SPECTRUM FILMS
P.O. Box 35, Sta. E. Cincinnati, 19 Ohio

A La Wiensko

(*Continued from page* 39)

has Bob, that his friends generally refer to him as 'the walking statue', or simply, 'the torso'. Certainly if you should meet him, even dressed in his street clothes, the wide, wedge-like angle of his torso would instantly stamp him as a unique physical specimen.

Now just 24 years old, and recently released from military duty, Bob has turned thespian and is touring with the Broadway musical hit, "KISMET", in which he is paired with the great Steve Reeves as guardsmen to the Wazir of Police.

At a height of 5'11", and weighing 180 pounds, Bob Wiensko is one of the most perfectly developed bodybuilders of all time, and is an ornament to these pages.

For the Man with the PHYSIQUE who Likes the UNIQUE

BODY BEAUTIFUL PUBLICATIONS OFFER

4 Exciting Adventures in "UNDER-wearing" APPAREL

FEEL TANNED—TAWNY—TERRIFIC!

Something **NEW**

FOR THE MALE OF THE SPECIES ! !

AN ADVENTURE INTO THE DARING! THE DIFFERENT ★ UNIQUE

in the "Cal-Bikini" Small-Medium-Large in Blue-Black-White, and Blue & White Check at $3

in the "Pose Please!"
Small - Medium - Large in White - Red - Black - Flesh Pink - Light Blue - Green at $2.50

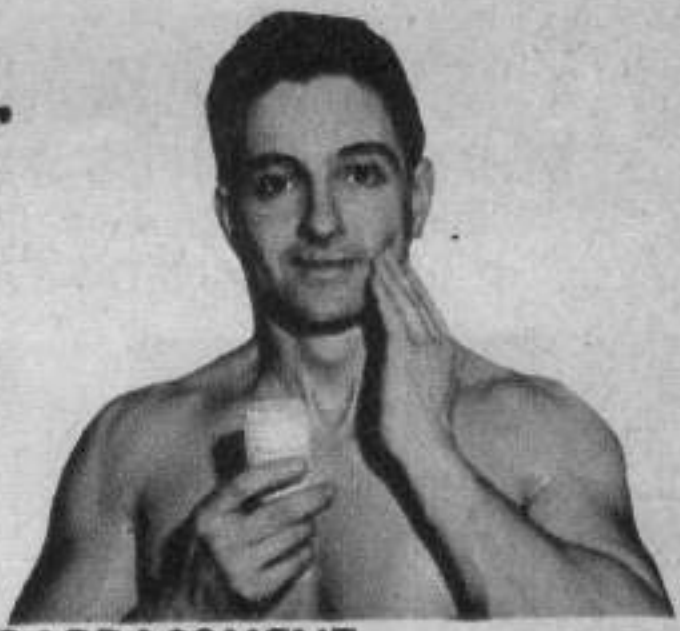
in the "Tie-sarong"
Small - medium - Large in White and Yellow terry-cloth at $3

"Physique Mate"
Small - Medium - Large in Blue & White Stripes at $4.50.

Order Today from **BODY BEAUTIFUL PUBLICATIONS**

16-18 Hopkins Avenue, Jersey City, N. J.

Clear up your Pimples and Blackheads fast. . . . .



OVERCOME EMBARRASSMENT

Don't suffer the embarrassment of a blotchy, erupting skin another day! An offensive complexion ruins your chances for social fun, business advancement;—makes you feel inferior, nervous, emotionally upset. Now, all this humiliation can be avoided. You can clear up skin imperfections, improve your looks, rid yourself of ugly blemishes once and for all if you send for a Welder Clearskin Kit today. Don't worry if you have failed before—this product is new, exclusive GUARANTEED to work or your money back!

DIAGRAM SHOWS TRIPLE-ACTION BENEFITS

1 Medically pure lubricants soften surface dirt and crusty scales.

2 Germicidal ingredients penetrate deeply, combating infectious germs.

3 Astringents close pores, soothe skin membranes, make face smooth, soft.

USE THIS HANDY COUPON

Welder Clearskin, A.
16 Hopkins Ave.,
Jersey City, N. J.

I enclose $3.98 Rush me my Welder Clearskin Kit. I understand I must see improvement in 10 days or my money will be refunded.

Name .....

Address .....

City .....Zone ....State ....

☐ **Check here if economy 3 month supply,** price $10.00 is preferred. No COD's. Postage is extra. **In Canada, order from: Welder Barbell Co., 4466 Colonial Ave., Montreal, Que., Canada.**

24 HOUR TREATMENT
Clears Up Your Skin Twice As Fast

You receive a bottle of liquid preparation to apply before retiring and a jar of skin-colored salve to wear all day which hides imperfections while medications soothe blotchy skin. This 'round the clock' treatment results in such dramatic improvement that you must see a big difference in 10 days or your money back!

UNCONDITIONALLY GUARANTEED

only $3.98
for a full month's treatment

torso

a la Wiensko

Three years ago anyone who had strolled into Abe Goldberg's gym would have had his attention immediately drawn to three young bodybuilders working together like demons. The "unholy three", as they were called, would have been Al Berman, Ray Jiminez, and Bob Wiensko.

All of these young men have gone on to win every title awarded for physique competition in our Eastern contests, and while all of them have splendidly developed bodies, each is noted for outstanding development of some particular body part.

Al, youngest of the trio, possesses sensational abdominal definition . . . Ray is justly famed for his powerful and shapely legs . . . but Bob Wiensko of whom we write today is noted for his majestic upper body. In fact, such a magnificent and classically developed upper body (*Continued on page* 48)

BOB WIENSKO
by Lon
A study in the majesty of perfection

LARS ANDERSON

popular Hollywood starlet has dozens of AMG's form-fitting T-shirts, available in round neck or V-neck $1.50 each, 19 beautiful colors. These shirts have been worn in a number of motion pictures, and they'll make you look like a star too! Special Goucho shirt with zipper neck and collar $2.95. Send 10c for illustrated Bulletin of garments and photos. 12 4x5 dbl-wt. matte photos of Lars $3.

ATHLETIC MODEL GUILD
1834 W. 11th St. Los Angeles 6, Calif.

DAVE WILER,

a new Weider pupil who is making extraordinary gains in his physique! 12 4x5 dbl. wt. matte prints of this handsome athlete $2.50. 160 stamp size miniatures of Wiler $1. Viewmaster Stereo color Reel (7 pairs) $3. Viewer $2. Send $2 for 5 issues of Physique Pictorial. Send 10c for illustrated bulletin of over 50 late models!

ATHLETIC MODEL GUILD
1834 W. 11th St. Los Angeles 6, Calif.

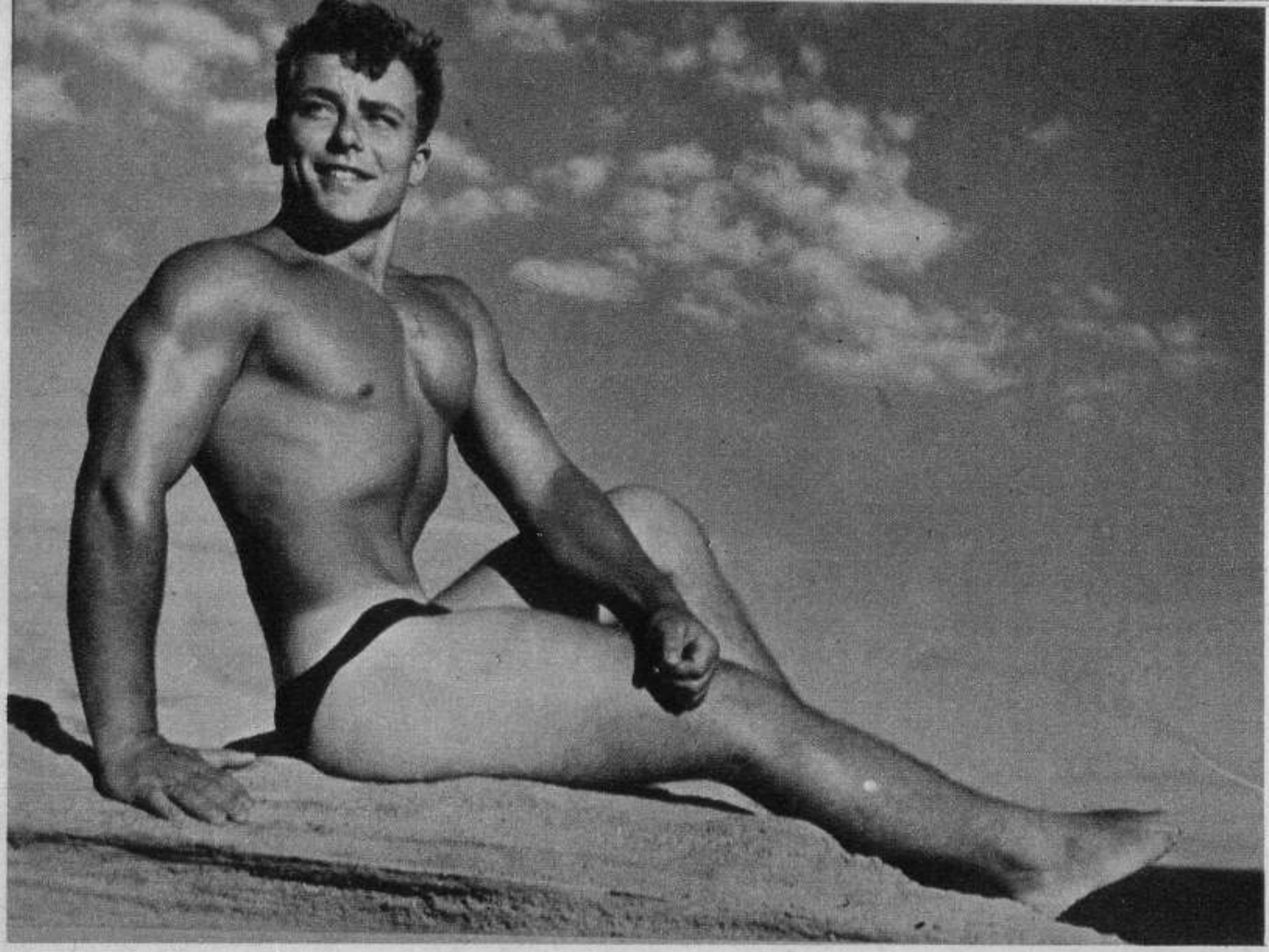
Britannia Waives The Rules

(*Continued from page* 26)

style . . . no 'cheating'. Each military press must be done with the minimum of body movement. Very few physique champions, therefore, were developed until a few years ago.

Through personal contact with American and Canadian bodybuilders during the war years, and through the importation of such magazines as MUSCLE POWER and MUSCLE BUILDER, the English bodybuilder began to see the new light . . . to learn that 'cheating' movements, and the various short-cuts to physical development that are the backbone of the Weider courses mean the great difference between the male physique of 20 years ago and that of today.

We are happy to show you three young men, Englishmen all, who decided to 'waive the rules' of weight-training, and who have built, or are building themselves bodies of which



PHIL KOUSCH by Pacific Arts (Honolulu) — *Adonis of the Hawaiian sands*

FIRST PERFORMANCE!! TEEN-AMERICA'S OWN Bodybuilding Magazine "JUNIOR MR. AMERICA"

Fellows! . . . here, for the first time anywhere, is the only magazine written especially for young bodybuilders from 12 to 21!!

- JUNIOR MR. AMERICA is for Mr. America, Junior! An exciting new magazine containing every bit of up-to-date information that the teen-age bodybuilder should know.
- Every month read the training methods of the junior champions!
- Inspirational stories of puny weaklings who have become **masters of destiny!**
- Full monthly reports on "what's what with who's who" in the junior bodybuilding world.
- Learn 'how to grow taller' . . . 'how to add weight' . . . 'how to clear up your complexion' . . . 'how to build your body'.
- The secrets of the champions designed to show young bodybuilders how to add inches of symmetrical muscle to arms, chest, legs, and back.
- Sensational photos of Teen-America's Greatest Bodybuilders . . . Glenn Bishop, Richard Alan, Clement Desjardins, Steve Wengryn . . . and many others.
- JUNIOR MR. AMERICA, while written for the junior bodybuilder, will be read and enjoyed by physique fans of every age.

Now on sale at your local newsstand. **Ask for "Junior Mr. America," or send 35c to Weider Publications, 16 Hopkins Avenue, Jersey City, N. J. for sample issue.**

Many of them made a Christmas decision just as you can. A goodly number of them had none of your natural advantages . . . some were born handicapped, or lacking the full articulation of some essential body function.

In these pages you will read of the methods by which these men developed themselves . . . methods which are time-tested and foolproof, and which bring rapid and sure results. Take up bodybuilding this Christmas and see the dawning of a happier, healthier, and more joyous Christmas than any you've ever known.

As we share in the universal expression of good will to men embodied in the spirit of this glorious season, BODY BEAUTIFUL publications extend to all their readers everywhere all high greetings and best wishes for a happy and transforming new year!

Posey Pioneer

(*Continued from page* 36)

proprietor of a famous gymnasium. He is Ray van Cleef of San Jose.

Ray is of another period

SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

HERE IS YOUR LIVING PROOF

JULIAN DAMES
(before)

GAINED 45 POUNDS
(after)

"I was always tired, ashamed of myself, because I was so skinny and weak. Now — thanks to Weider, all this is changed. I gained 45 pounds of muscle, look and feel like a real man!

WHAT I HAVE DONE FOR HIM-- I CAN DO FOR YOU!

Here's Why You Must Gain Weight!

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. NOTE:— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

GUARANTEED

A complete list of ingredients and full instructions for use is on every label. Show to your doctor before taking and if he doesn't agree that our product will help you gain weight, you can return for a refund.

So Easy To Use

Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you will gain weight!

FREE — Weight Gaining Course With 3 Month Supply

Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

. . . RUSH MY ORDER

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16 Hopkins Ave.,
Jersey City, N.J.

Gentlemen: Rush me your Weider Weight Gaining Food Supplement. (Check which)

LIQUID—1 pt. (1 month supply)....$ 3.85
—3 pts. (3 month supply) ...$10.00

Tablets —100 Tablets $3.50
—300 Tablets $9.00

Name .....

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City .....Zone.....State.....

No COD's. Small Postage Extra. In Canada, order direct from, Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

LOSE WEIGHT FAST!

15 Million Fat People Face Early Death

DOCTORS WARN: — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!

Before

After

JERRY MURRAY At 28, Jerry Murray was too fat, suffered from indigestion, shortness of breath. He followed the Weider 3 Way Reducing Plan and LOST 56 pounds, 10" from his waist.

Before

After

ROBERT REID—Police Constable Robert Reid was overweight, found it hard to do his job. He used Weider 3 Way Reducing Plan for 2 months; lost 30 pounds, regained his former pep and energy.

Here's Why You Must Lose Weight Quickly When You Follow The Weider 3 Way Plan .

1 You receive a supply of medically approved reducing tablets, which protect heart and liver during reduction. Take 3 a day, one before each meal.

2 You aren't placed on a Starvation diet. You eat satisfying quantities of nourishing food, following simple diet instructions outlined to you in FREE printed course. You are never hungry, still you lose pounds each day.

3 You can CONTROL where you lose weight. FREE illustrated course shows you enjoyable exercizes to follow to melt off chest, waist, hips and upper thighs, improving your physical condition and making you look youthful and attractive.

Weider Reduce Aid, Dept. A
16 Hopkins Ave.,
Jersey City, N. J.

I want to lose weight safely and quickly. Rush me the size bottle of Weider Reduce Aid, which I have checked below, PLUS FREE REDUCING COURSE. I am enclosing payment in full.

100 Tablets (one month supply)....$3.50
300 Tablets (three month supply)..$9.00

Name .....

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No COD's. Postage is extra. In Canada, order from: Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

GUARANTEE: — Weider 3 Way Reducing Plan must help you lose dangerous overweight quickly and safely without harmful drugs, inconvenience or weakening diet — OR YOUR MONEY BACK!

Protect Your Health to Lose Weight Fast — Clip and Mail Coupon

PRICES:—
$3.50 for one month's supply
$9.00 for three mos. supply

vinced that this is strictly a brand-new movement to corrupt the morals of the young. It is, therefore, with considerable pleasure that we show you these photographs of a man who has always held to the highest ideals in physique posing, Ray van Cleef, "one of the men who started it all".

It was over 20 years ago that Ray began this phase of his career, and you will note that none of the body-builders in these or any other physique publications are shown any less draped than this fine athlete was in his hey-day. Beauty is in the eye of the beholder, and any art form whether it be painting, sculpture, or photography is the richer, and owes its long life to the good taste and high principles which governed its inception.

That this good taste is always evident in our magazines . . . that the high ideals of the body beautiful may always be served with devotion in these pages is the great privilege and duty of our publications.

It is fitting that we make acknowledgment of the efforts of Ray van Cleef this month. Physique stars and physique fans the world over are the beneficiaries of his high purpose.

EXCLUSIVE

MR. UNIVERSE 1955

MICKEY HARGITAY

1ST SERIES OF SUPER POSES

6 pictures 8x10 for $5.00
1 picture 8x10 ..... $2.00
6 pocket size in album $2.00

autographed on request. Send orders to:

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MICKEY HARGITAY
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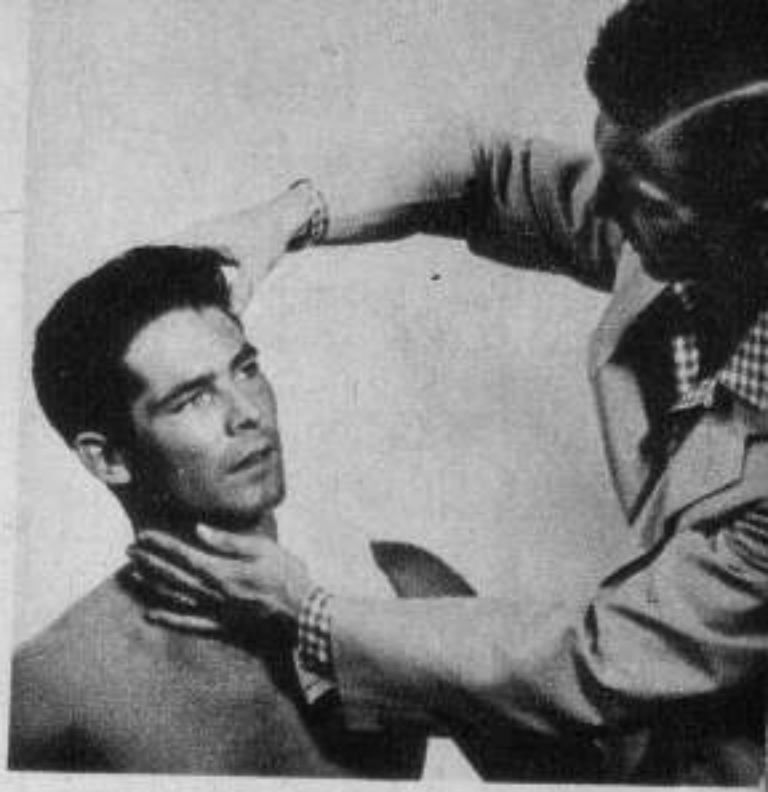
Isn't He Handsome!!

do people say this about YOU?

NOW . . . AT LAST!!

YOU TOO CAN HAVE A HANDSOME FACE A FLAWLESS SKIN — A GLOWING COMPLEXION



THAT TAWNY, TERRIFIC LOOK OF A MR. AMERICA!

"Handsome IS as handsome DOES!!" Do as the stars do — READ Hal Warner's "YOUR FACE IS YOUR FORTUNE"

Learn the Hall Warner Method of Face Culture . . . exactly as used by the leading male stars of screen and television, and by many of today's leading bodybuilders.

LEARN HOW TO

TREAT your skin internally with the famous Hollywood Super-Protein Diet. **REBUILD** your face through the Warner System of Facial Exercise. **CARE** for your skin externally with three of science's most advanced contributions to masculine good looks. . .

the course of the champions

HAL WARNER'S . . .

DEEP PORE SKIN CLEANSER
DOUBLE VITAMIN THERAPY CREAM
LIQUID "MASQUE OF YOUTH"

Created ESPECIALLY FOR THE MALE SKIN, these MIRACLE AIDS TO SKIN PERFECTION are almost magical in their effect when used with the Warner Method of Face Culture.

In this course everything "from the collar up" is discussed by Mr. Warner . . . the care of the hair — hair arrangement — care of teeth — in short every avenue to male good grooming is explored.

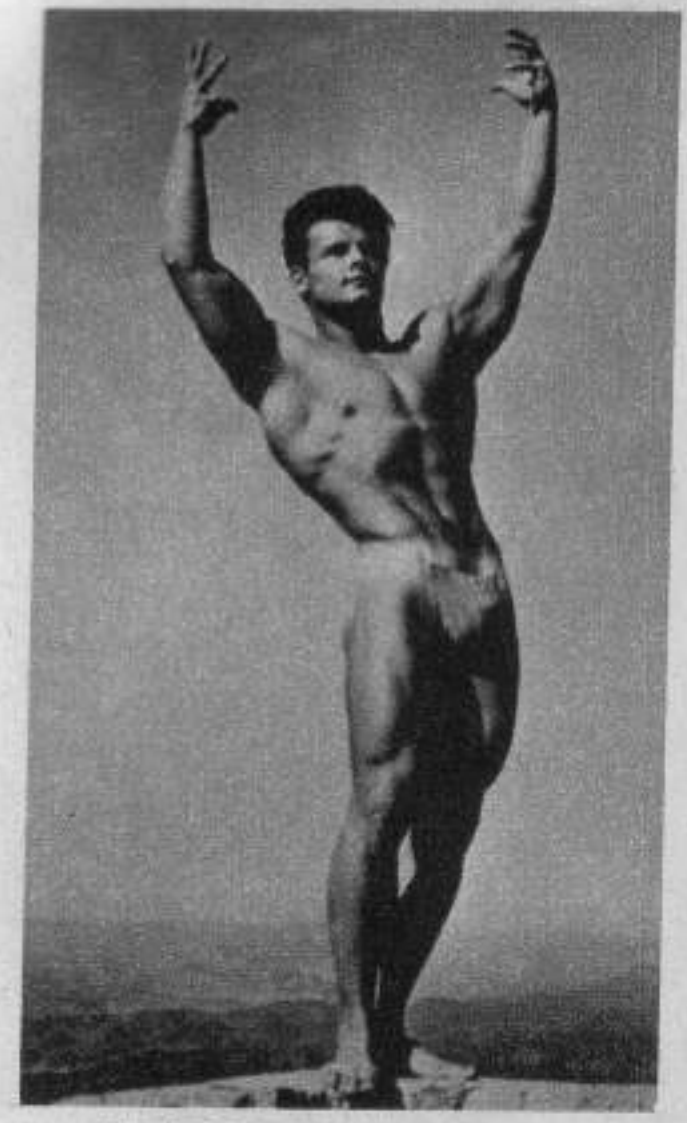
PRICES: The course "YOUR FACE IS YOUR FORTUNE" alone is $3. The course plus the THREE MIRACLE AIDS TO SKIN PERFECTION IS $10, taxes and postage prepaid.

Obtainable Only From

HAL WARNER

520 FIFTH AVENUE, NEW YORK 36, NEW YORK.

CLIVE NORMAN by John Graham (London)
Ranking young English bodybuilder



JERRY ROSS

Presents for the first time his own personal selection of exclusive photos. For the artist, art student, and collector Jerry offers

Catalog A at $1.00

emphasizing the symmetry and grace of the male form. For the physical culturist and physique enthusiast Jerry selected photos in

Catalog B at $1.00

contrasting muscular perfection against the rugged outdoor settings of California.

Full set of 4x5 prints of Catalog A—$4.00

Full set of 4x5 prints of Catalog B—$4.00

Please direct all letters to Jerry Ross personally at

Box 112, Ocean Park, Calif.

not to look ahead to the coming year. There is much that we can do in this respect.

Let us plan at this Christmas to do something really great with our lives before another 365 days have passed. Let us not be merely content to stand idly by as day follows dull day . . . let us not be just automatons in the game of life. Let us be able on next Christmas day to show the world that we have accomplished a complete transformation in our lives.

One of the basic changes you could effect would be to build a new body for yourself. A new body . . . a new personality . . . a new *you* by Christmas. It's not nearly so impossible as you imagine. New bodies for old by Christmas . . . it can happen to you as it has happened to thousands of others.

The inspiration for this miraculous change can come from the pages of this very magazine. Look at all the splendidly developed men who greet you here month after month . . . they weren't born that way!

YOUR HAIR WILL GROW ON A HEALTHY SCALP!

AMAZING Weider Formula #7 is specially prepared for all men . . .

- Who find loose hair on their combs
- Who suffer from itching dandruff
- Whose hair is thinner than before
- Whose lifeless hair is hard to groom

and You Can't Grow Healthy Hair with a Clogged Scalp

WHY IT WORKS

Weider Formula #7, penetrates deep beneath the surface of the scalp, dissolving dirt and other obstructions from hair shaft, permitting healthy hair to grow. Works on the principle that you can't thread a needle with a clogged eye and you can't grow hair with a clogged scalp.

MAKE THIS CONCLUSIVE TEST

Have barber examine hair and scalp before using preparation. 2 weeks later have him examine again. If hair and scalp isn't 100% healthier, cleaner and better groomed, your money back! **We can't fail!** Each bottle of Formula #7 is specifically compounded in our laboratories to help your personal scalp condition; dry, oily or natural. You also receive FREE booklet on daily care of hair for extra benefits.

Endorsed by, good looking Steve Reeves, Mr. Universe.

SO SIMPLE TO USE

1 Apply tonic once a day with gentle massage.

2 Use Shampoo to thoroughly clean scalp once a week.

ORDER TODAY and receive FREE BOOK on Hair Care

MAIL THIS COUPON

Self-Improvement Inst. A
16 Hopkins Ave.,
Jersey City, N. J.

Gentlemen:
I enclose $5.30 (tax incl.) for a full 2 month's combination supply of Weider Tonic and Shampoo. Send me formula best for my scalp condition which is ☐ Dry ☐ Natural ☐ Oily

Name .....

Address .....

City .....Zone....State.....

No COD's. Small postage extra. Canadian address: 4466 Colonial Ave., Montreal, Que., Canada.

CLARENCE ROSS

PRESENTS

"MODERN MANHOOD"

This book, containing 22 of Clarence Ross' most unusual photographs, is guaranteed to delight all lovers of the body beautiful. Each pose is a masterpiece in muscular greatness, reproduced to preserve exacting detail. Supplies limited so rush in order: only $2.00 a copy. **Also original photos of Clarence Ross are now available:—**

1—8 x 10 print $1.00
6—8 x 10 prints $5.00
6—4 x 5 prints $3.00

SEND ORDERS DIRECTLY TO:

CLARENCE ROSS

2306 Encinal Ave., Alameda, Calif.

PACIFIC ARTS

presents

PHIL KOUSCH

Handsome young bodybuilder in original artistic physique photographs. Deluxe double-weight matte prints.

Twelve 4"x5" prints .....$ 2
Twelve 8"x10" prints $10

PACIFIC ARTS

Box 153 Honolulu, Hawaii

---

come to expect from Spartan.

Togof, whose electrifying pictures of young Buddy Basil were a feature of our August issue, further enriches our collection of fine dual poses with this shot of Buddy with his buddy, Bob Hover, 21 year old blond giant who facially bears a strong resemblance to movie star Burt Lancaster.

Lastly, locked in mortal combat in the high Sierras are Buddy Young and Jim Lewis. Mr. Young, the more massive of the two weighs 200 at a height of 6 feet . . . Buddy is 21. His opponent in the struggle is Jim Lewis, a football player who is also a student at the University of Alabama . . . Jim is 5'9", and weighs 175.

Foreword

(*Continued from page* 3)

to this lesser meaning of the season, we are poorer indeed for not seeing the broader aspects of Christmastide. It's all very well and good to congratulate ourselves on what we already have, but it is foolish

of bodybuilding history than the fine physical specimens who appear in our little magazines, and quite possibly the many younger readers of them have never heard of him. Yet whatever is new in physique photography and physique posing stems in large part from such men as Ray.

With the late Edwin F. Townsend, one of the finest of the early photographers, Ray teamed up and some unusual and beautiful art studies are the result of this collaboration. The striking back pose in which Ray is grasping a cable is inspiring in its simplicity and grace.

The two photographs, studio shots, show the sensitive and talented Mr. van Cleef as he re-creates two ancient statues. The rather rough shot of Ray grasping a rod serves to show our readers the very classical midsection and clean muscular definition of this posing pioneer.

There are many who criticize some physique magazines for the publication of pictures of the male body in nude or semi-nude poses. They are con-

PRESENTING
Popular Michigan-Weightlifter-Bodybuilder Handsome
RICHARD ALAN
Set 1: 15 4x5 poses $3 plus 15c postage
Set 2: 15 4x5 poses $3 plus 15c postage
ALSO—10 BEAUTIFUL 3-D STEREO SLIDES AT $7.00
CLIFF OETTINGER
P.O. BOX 673. CHICAGO 90, ILL.

LON
of New York in LONDON presents
PETROS GREGORY

a young new personality!
Just 16, Petros, who comes from Greece, has been photographed for the first time by the LON, London studios. He appears with three other models in a new set called LON DISCOVERIES.
This special set $1.00
direct from London! Send for yours today!

— — — — — — — — — — — —
LON of N. Y. in LONDON
155 High Holborn, London W. C. 1, ENGLAND. Enclosed find $1.00, please send LON DISCOVERY.

Name .....
Address .....
City .....State .....

CLEMENT DESJARDINS JR. MR. MONTREAL

Clement is one of the best built youths in America and through the magic of Lanza's camera, you can order a versatile group of poses of this young Adonis.

4—3 x 5 prints for $1.00
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their countrymen can well be proud.

Through photography by Lon of London, here for your approval are Jim Stevens, age 16 . . . Johnny Holden, age 17 . . . and Derek Bottomley, age 20 . . . all of London.

Double Exposure

(*Continued from page* 21)

shoulders which funnel down to a neat 29" waist. We think they're well matched . . . howzabout you?

Those of you who have seen Spectrum's excellent pictures of Tim Sweeney in single poses during the past months will have a double portion of pleasure with this fine shot of Tim with Ron Selvaggio. Two clean-cut young Americans on a rural holiday.

That artist of the lens, Spartan of Los Angeles, has come to our rescue with a very sensitive study of Peter Gordon and Paul Lloyd, two of his best models. The artless simplicity of this pose is something we have always

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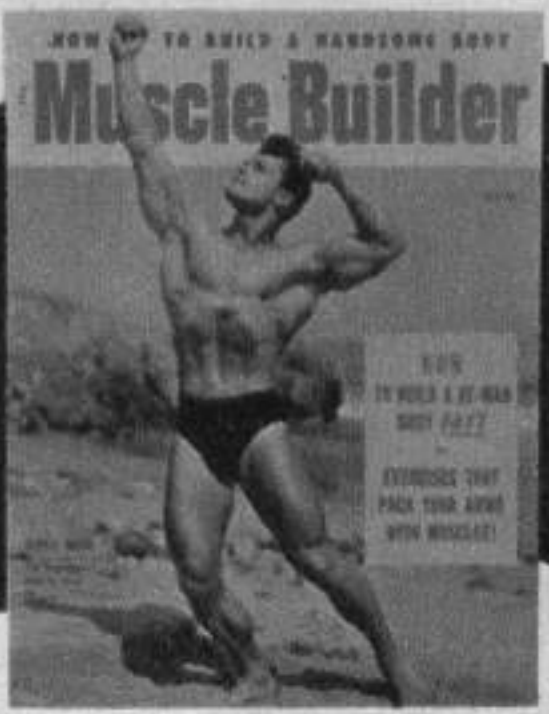

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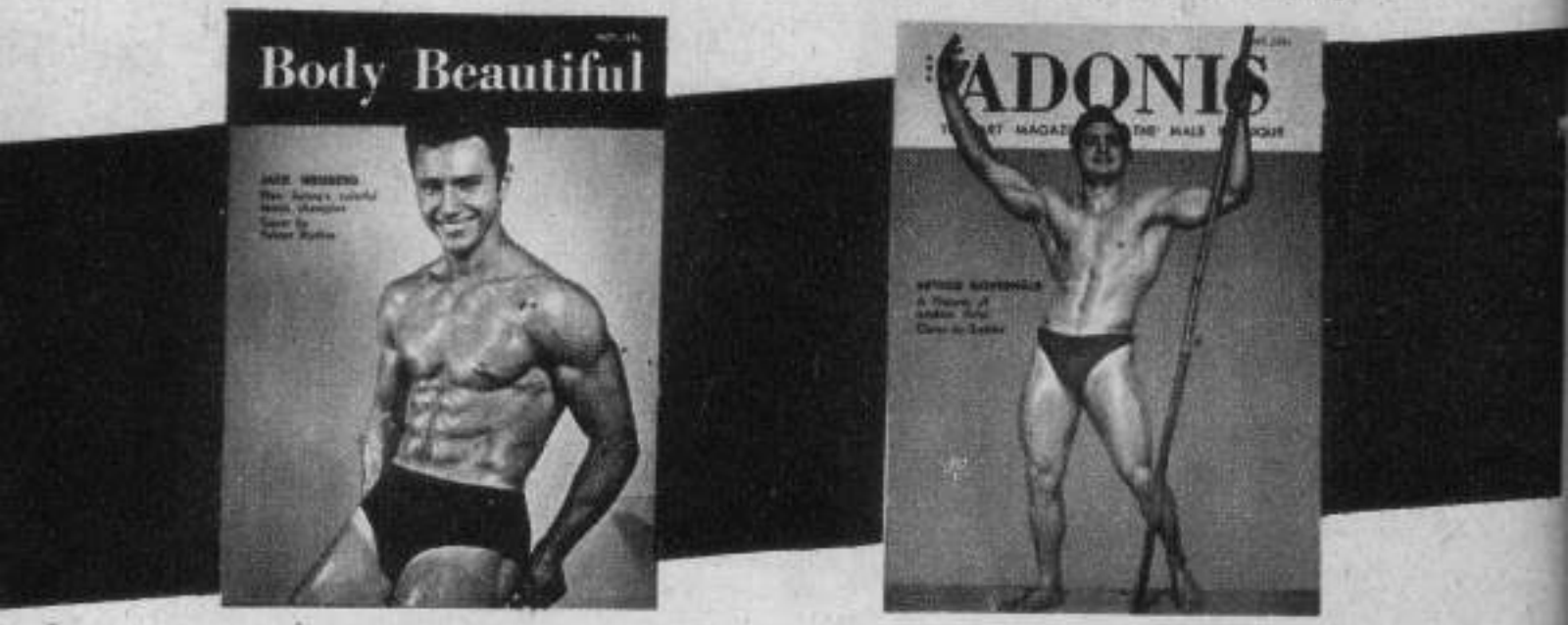

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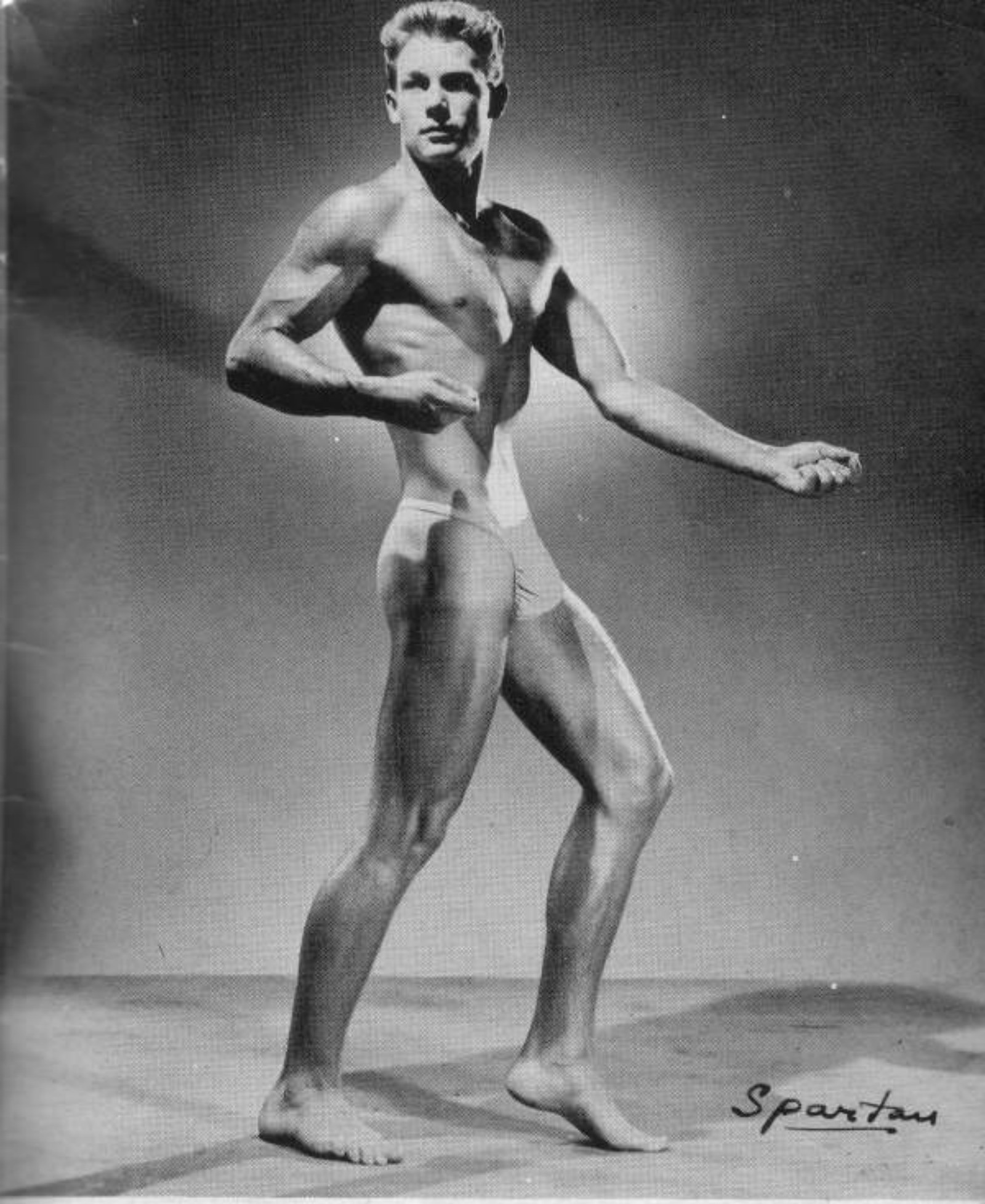
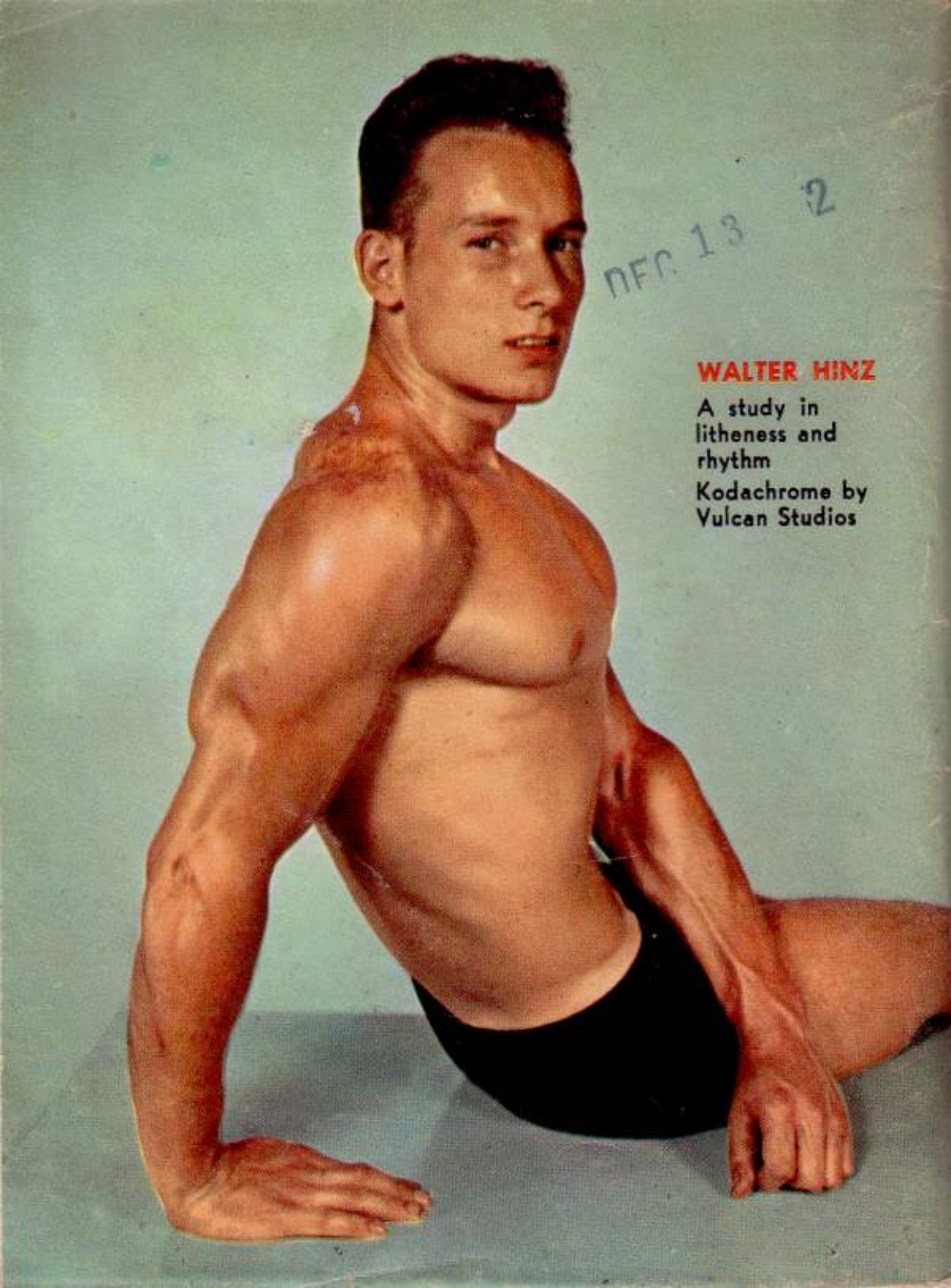


PETER GORDON by Spartan

21-year-old California Adonis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